

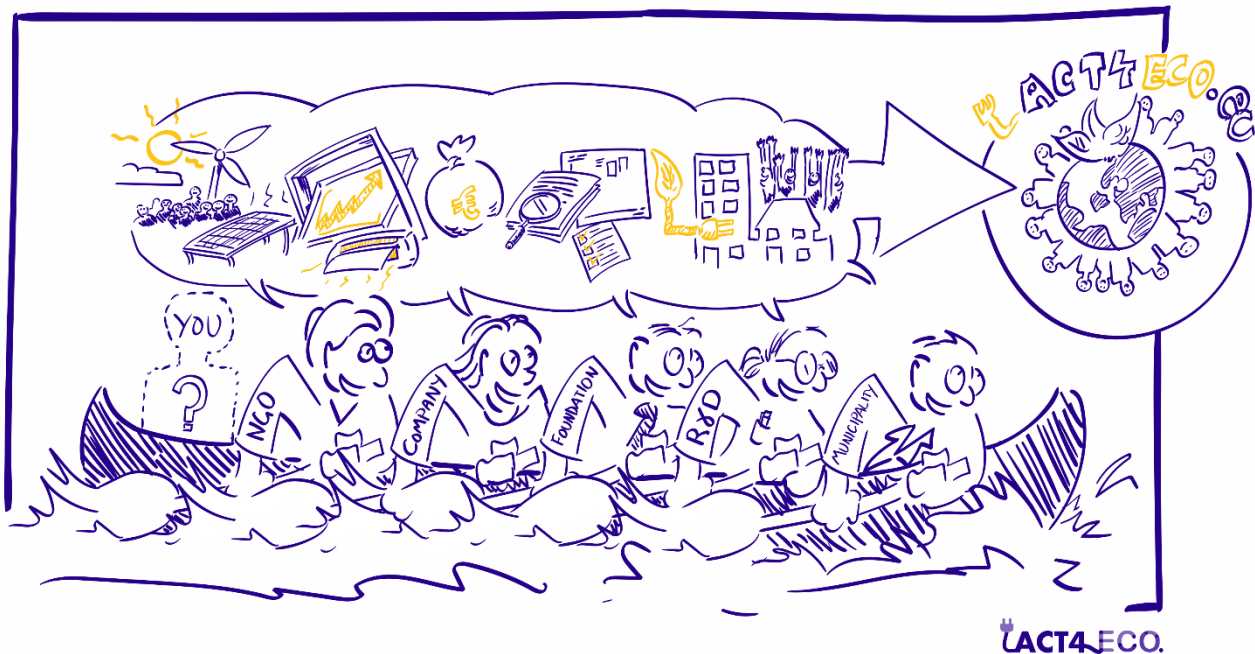


Grant Agreement no. 784988

Activity acronym: ECO2

Activity full name: Energy Conscious Consumers

## Deliverable 3.3 ECO2 Community Building Report



Author: Anna Kierkegaard

Organisation name of lead beneficiary for this deliverable: Danish Board of Technology

## Contents

1 Act4Eco Community - Defining Concept and Purpose .....	3
1.1 Lead Partners and National Nodes .....	3
1.2 Members of Act4Eco .....	4
2 Lessons Learnt in Upscaling .....	5
2.1 Partners – Concretize the Act4Eco Offer and Consensus in the Consortium.....	5
2.2 Act4Eco End users –Searchability and Development of Actions.....	5
2.3 Lessons Learnt National Nodes .....	8
2.3.1 Align with pre-existing commitments and prioritise exposure and a European outlook .....	8
2.3.2 Concretize the Act4Eco Community, Platform and Offer.....	10
2.4 Lessons Learnt Actions and Platform .....	12
3 Community Building Notes.....	13
3.1 Goals for Community Building, in ECO2 and Beyond .....	13
3.2 Product Differentiation and Value Proposition.....	14
3.3 National Node Agreement.....	15
3.3.1 Code of Conduct .....	15
3.4 Co-creation Opportunities.....	16
3.4.1 New Ways to Engage With Potential National Nodes.....	16
3.4.2 Action Idea Catalogue.....	17
3.4.3 Action Quality Criteria .....	18
3.5 Community Building adjustment to the Communication Strategy .....	19
3.5.1 LinkedIn .....	19
3.5.2 Search Engineer Optimization .....	20
4 Description of Terms .....	21
Appendix.....	22
1 National Node Agreement Inclusive Code of Conduct.....	22
2 Action Idea Catalogue.....	22
3 Quality Criteria for Actions .....	22
4a Presentation from Consortium Meeting .....	22
4b Presentation from Community Building Meetings.....	22
5 Development of New Greek Action.....	22

## 1 Act4Eco Community - Defining Concept and Purpose

*This first chapter defines the Act4Eco Community which consists of national nodes (collaborators and partners) and of members (end users of the platform). The term 'potential national nodes' is used for organisations or companies that we, the consortium, would like to collaborate with and invite into the Act4Eco Community, but who are not yet officially a part of the Act4Eco Community.*

The purpose of the *Act4Eco Community*, previously the ECO2 Community, is to continue the efforts of the ECO2 project after the end of the project. The community will sustain and develop the open platform to provide European Citizens with validated expert knowledge. Currently all *actions* are on energy efficiency, however the aim is to expand the platform to contain actions within other subject matters as well. New actions will be developed through *co-creation* processes and should all focus on consumers (in opposition to for instance companies or students) and give consumers *knowhow* to act within other areas which can counteract climate change (see 3.4 for co-creation). The Act4Eco Community envisions to embrace all European countries and languages.

In a European perspective, the energy efficiency efforts, when it comes to enlighten the citizens, are fragmented, and at best aligned in national perspective. The Act4Eco Community is an opportunity to align European efforts through co-creation of validated high-quality actions. This allows for sharing knowledge across borders, but also across disciplines, as co-creation processes can break down disciplinary silos in its collaborative approach.

The Act4Eco Community is essential to the platform, as the national nodes together with the members will steer the direction of content through suggesting actions and introducing the platform to new countries. National nodes with relevant experts will verify and assure the quality of the content. The community and therefore the platform's success rely on an active community that engages in co-creation processes, clear communication, and a high level of quality assurance both for processes and content. As the purpose is to serve the citizens of Europe, the Act4Eco Community must support the platforms qualities of being non-commercial, and non-competitive and take diversity into account. The diversity and different interests of the members of the community, will create a dialogue and engagement across fields, co-creation of actions but also co-creation of policy recommendations with all members' interests considered and create wide support to the legacy of ECO2 project. Through a continuous dialogue between national nodes the aim is to create broad support for act4eco.eu, its actions and policy recommendations.

### 1.1 Lead Partners and National Nodes

After the end of ECO2, all [consortium partners](#) will be displayed on the website; which will clearly state their contributions to the actions and the development of the site. In the same way all official project documents will stay visible on act4eco.eu. Consortium partners are invited to continue as *lead partners* after ECO2, this implies becoming a national node. Currently DBT, HEBES, Sinergie and SDS have shown interest in continuing as lead partners, however the exact lead partners to continue the efforts has yet to be established. The function of the lead partners will be to ensure that the Act4Eco Community and platform continues to develop; initiate collaborations, funding, co-creations, and Act4Eco Community activities. The lead partners own the platform and function as national nodes.

National nodes are the lead partners, national nodes are member organisations or companies with a stake in energy efficiency or other areas relevant to the continuation of the platform. Currently, the Act4Eco Community is not established and there are no official national nodes. To become a national node, it is

required to 1) sign the *National Node Agreement* (appendix 1) and to 2) contribute to the platform (see 3.3).

The national nodes will 1) function as gatekeepers to European citizens who need the knowledge on the platform, 2) steer the direction of the platform through the development of actions. Development entails moving from the idea stage to creation, approval, translations, international quality assurance, local quality assurance, updates etc. The national nodes, partners included, 3) serve a secretariat function. Finally, national nodes will exploit knowledge gained from members in the actions to 4) create relevant policy recommendations in line with WP8. The external advisory board are invited to join our monthly community building meetings the next six months, to assist the establishment of national nodes and to start the co-creation processes and idea-development for new actions.

## 1.2 Members of Act4Eco

Members of the Act4Eco Community is the end users of the platform, who have created a profile on Act4Eco.eu. Currently end users and members are the same as all end users must create an account and thereby become a member. The distinction can be important if, as discussed at latest advisory board meeting, some actions should be available without sign in. The members' motivating factors are mainly technological, economic interests, and environmental concerns (see *D 6.1 Segmentation Analysis*; 3.3.2). If a group of members in a country has expertise and wish to contribute to the platform, they are welcome to form a national node. There can be a maximum of one national node of citizens per country. Citizens worldwide are welcome to sign up and become Act4Eco members. However, the platform was created for the European context. The access to content on act4eco.eu is free and will stay free of charge for members. Furthermore, Act4Eco will not monetize on the members through other means such as affiliate marketing, advertising sales or sale of data, please see *Code of Conduct* for additional information (3.3.1 and appendix 1). The ECO2 groups as described in grant agreement and project handbook would also consist of Act4Eco members. However, encouraging physical meet ups in local communities have not been compatible with current COVID-19 pandemic. Please see section *2.4 Lessons Learnt Actions and Platform* for lessons learnt through the upscaling phase and suggestions for the future.

## 2 Lessons Learnt in Upscaling

*This chapter focuses on lessons learnt by partners in the upscaling phase and is the background for the following chapter three and in the linked appendixes which is meant as a toolbox for the community building in the future. This chapter is divided into four sections: 2.1 on lessons learnt internally in the consortium, 2.2 on Act4Eco from a End users' perspective 2.3 on what the consortium has learnt from contacting national nodes and finally in 2.4 learnt lessons of specific relevance to the platform and actions.*

### 2.1 Partners – Concretize the Act4Eco Offer and Consensus in the Consortium

This section examines how to strengthen community building and upscaling efforts within the consortium. The consortium has regular monthly upscaling meetings in which all partners have been represented since the first upscaling workshop in April 2020. The meetings provide a room for sharing experiences, ideas and aligning upscaling efforts and are complemented with a Slack group with channels devoted to different events, areas, updates and news, while allowing for one-to-one and group discussions to take place. The Slack group provides a casual space to keep each other updated and discuss more freely than in e-mails, a causality especially valuable when we do not have the opportunity to meet face-to-face at the consortium meetings. The monthly upscaling meetings have since this month (November 2020) transformed into Community Building meetings. Before discussing how to establish a community and how to engage members and national nodes, a shared understanding and sense of direction of the community must be established between the partners. Upscaling meetings, consortium meetings and the upscaling survey conducted by UH demonstrates which are the areas to be concerned with:

The partners must be certain of **exactly** what they can offer a national node. This implies 1) **knowing the value proposition** for this genre of national node and 2) have a clear understanding of how **Act4Eco differentiates from competition**. Furthermore, this certainty also implies 3) **defining Act4Eco's goal** within the ECO2 project and even more importantly after the project ends. It entails 4) **an official procedure to become a national node** with expectations and roles clearly defined. The community building is relevant for all partners, as it overlaps with the goal of reaching 1,000 end users in each country and says something about how to reach 1,000 end users. The community building efforts within the consortium is to become more concrete in what we offer national nodes, including what we offer in terms of 5) the actual platform and the **technical issues and solutions** that have been created.

To start answering these questions and to equip partners in the upscaling from a community building perspective the following sections are created:

- Product differentiation and value proposition (3.2)
- Goals for Community Building, in ECO2 and Beyond (3.1)
- National node agreement (3.3 and Appendix 1)
- Description of technical progress and needs (2.4)

However, it will be in the continued conversations at the community building meetings, through our communication strategy and in continuous development of these documents together with the national node documentation, that we together can answer the questions above.

### 2.2 Act4Eco End users –Searchability and Development of Actions

The current upscaling phase is focused on reaching 11,000 end users as one of the ECO2 project KPIs. The upscaling efforts have to a certain extent taken the shape of outreach activities, such as directly targeting potential end users through social media and events, see *D6.2 ECO2 Recruitment* for elaboration. However, from a community building perspective, the outreach activities cannot stand alone as a method to reach

end users. The Act4Eco action content often creates value for an end user who needs information at a given moment, that is when they are already in a process or transition, for instance someone who wants a more energy efficient lifestyle, or someone who is already thinking about renovating. When doing outreach activities, we might reach the right people, but it is hard to reach them at the right time.

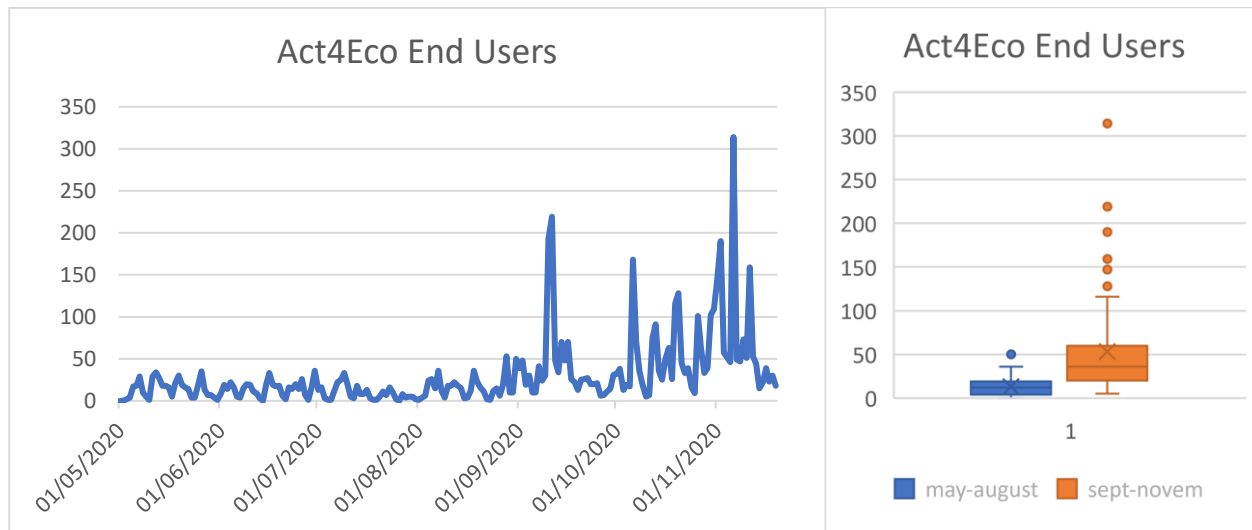


Figure 1 Graph: End users at Act4eco. Currently with a lot of spikes due to outreach activities. In community building phase of upscaling, events are still relevant; however, more steady and durable growth is needed, see how in section 3.5

Figure 2 Box blot demonstrates how single events currently create outliers which are less dependable than a steady increase in end users at Act4Eo.

The graph demonstrates how different events and activities cause peaks in visitors on the platform, the first peak is Act4Eco’s UNEP collaboration *Act4Eco on World Ozone Day*, the following peaks are caused by Portuguese PR such as articles in the *Idealista*. This media coverage is an important step in spreading awareness of the platform. However, the graph’s valleys drop back to almost zero after each peak, demonstrating erratic growth. This is clearly demonstrated in the box plot, where the peaks are indicated as outliers. With sustainable growth of end users, the graph would have less peaks and fewer deep valleys. The events and articles create outliers in September and November and is statistically unusual. In the box plots the range has moved from May-August to September-November, the values have changed Minimum 0 to 5, Lower quartile 4 to 20, median 12 to 36, upper quartile 36 to 60 and maximum from 36 to 116 end users. This demonstrates a non-consistent increase with one-time outreach events creating outliers. For the sustainability of the platform, the aim will be a more consistent flow of end users, and a flow that is no longer dependent on consortium partners. In upscaling efforts going forward, the focus will be on a more consistent and dependable upscaling that will continue without all the consortium partners continued efforts. This favours passive marketing strategies such as strengthening inbound content, improve Search Engine Optimization (SEO) and strategic link building. Especially link building through national nodes, who are already contact point for end users. When end users of Act4Eco search online for answers or go to the organisations they already know and have faith in, Act4Eco should be available. Currently the action content is not searchable by Google, which is considered going forward. The aim is to increase *the dependability* of the number of end users as well as *sustainability after the end of ECO2*. This will be reflected by reaching a box plot with less variety in a still higher range. This will be done by building links to relevant pages where potential end users will continue to find the platform, when they need the content. See how in section 3.5.

Especially due to COVID-19 a lot of the upscaling activities shifted towards social media, as explained in *D6.2 ECO2 Recruitment*. Upscaling has taken place on Facebook, however to partners' disappointment, with too little output. Other activities directly pointed at end users are an initiative where members can become [Act4Eco Ambassadors and gets a certificate for finalising the actions](#), another is to create national Act4Eco Facebook groups. [The Bulgarian Facebook group](#) has more than 100 members and [the Belgium group](#) has more than 50. The ambassador idea has not been working for now, it might be due to the outreach character. It might be relevant to try another version of the ambassador idea, where politicians with a stake in implementing the initiative can be invited as ambassadors in a more official manner. The effect of the Facebook groups is yet to be seen, and we monitor these efforts closely, however, it has been very time consuming to start the groups. The facebook groups can be seen as a online substitute for the *ECO2 Groups* which have not been implemented. This is in part a consequence of the corona virus, as the consortium partners have not been able to encourage local collaboration and physical meetings. Rather focus is on national node to sustain the platform. However, the feature of ECO2 groups can still be relevant when/if corona distance measures are no longer to be taken. This can assist in anchoring knowhow as well as the platform at a local level. The idea of ECO2 Groups will be discussed at the community building meetings, and the online counterparts (Facebook groups) might be an aspect of facilitating these groups in the future.

Upscaling efforts will continue to take place, now in the light of community building. This entails prioritizing potential national nodes as gatekeepers over outreach activities aimed directly at citizens. Another takeaway is the changes in the communication strategy, where SEO content is prioritized over outreach activities, with gatekeepers and national nodes, as medium rather than social media. See section 3.5. Multiple discussions on how to attract end users have been held at upscaling meetings. Currently there are two initiatives that offer certificates when end users finalise actions. However, **the content of the actions should be what draw end users to the platform and add actual value for European citizens**. It is therefore important to: 1) Ensure that potential members who need the knowhow can find it, by making it available in their language and making it searchable on Google. We have discussed the possibility of making the content more transparent either by removing the log in feature, by making some actions available without log in, or simply adding some more text that is visible about the actions before going into an action. For European citizens to get value from the action content it is also 2) crucial that the knowhow provided by the actions is the knowhow most relevant to or most requested by Europeans. This is important to keep in mind when developing new actions and looking into search terms for SEO purposes (3.4). When discussing how to make actions more relevant for European citizens to create awareness of the platform, the focus has especially landed on national funding or tax deduction opportunities as proposed during the pilot test phase. More efforts are made in this direction: Greece is currently creating a new action that refers to a popular Greek national financing program that promotes energy efficiency home improvements (appendix 5). Sinergie have created content to an action on the Italian financing program 'Superbonus 110%' and SDS is working to create a short video with experts exploring the possibilities of funding and tax deduction in Belgium.

When developing new actions, it is essential to keep the end users in mind and provide them with actions that creates most value to the end user, in accordance with the three motivational criteria. Health might also be a motivational criterion to include in the future. Find more on the end user's thoughts in the pilot testing report *D7.2 Pilot Action Evaluation* and more ideas for actions in the *Action Idea Catalogue* appendix 2. This strategy for end users moving forward is passive as it consists of creating good relevant content and ensure that this content is searchable; please see 3.5. Focus will shift from outreach on end users to co-creation with national nodes.

## 2.3 Lessons Learnt National Nodes

### 2.3.1 Align with pre-existing commitments and prioritise exposure and a European outlook

Across Europe and in the partner countries, various organisations, companies, and citizens are concerned with energy efficiency initiatives. The reasons behind the energy efficiency initiatives are as many as there are members: it can be a part of a strategic and serious CSR plan for private companies, it can be a part of serving the citizens in a municipality or it can be an aligned effort of a green agenda in an environmental NGO. All these efforts are in different ways moving society towards becoming more energy efficient, for various reasons.



It is important that all partners engaged in upscaling are aware of potential national nodes end-goals, and value propositions for engaging in Act4Eco. When approaching stakeholders - potential national nodes – we should prioritize organisations and companies who already have an obligation or liability within energy efficiency towards consumers, and therefore easily see their needs reflected in the platform. This can be municipalities that have a pre-existing commitment towards the citizens, or businesses that are committed through their Corporate Social Responsibility (CSR) initiatives or work towards relevant sustainable development goals (SDGs) such as SDG 7: affordable and clean energy, 11 Sustainable cities and communities or 13: climate action. It can be academia aiming to increase energy literacy in their country. Currently two upscaling Act4Eco initiatives focus on the existing liabilities of the potential national node:

- 1) Italy is currently negotiating with an Italian energy company. The purpose is to add act4eco.eu at the bottom of all electricity bills. This will be relevant for energy-consumers and a valuable tool for the energy company, and it will support the CSR goal and liability they have towards the Italian government.
- 2) Another initiative is in Denmark, where municipalities that are declared 'climate municipalities' are invited to a dialogue on Act4Eco. The municipalities are obliged through the declaration to promote energy efficiency to their citizens, and Act4Eco can be a useful tool for these municipalities. At the dialogue, the platform will be presented, and we will engage in a discussion on potential co-creation options.

Both are great examples as they are concerned with the value proposition of the potential national nodes, our content is very relevant and aligns very well with the obligations they already have. The liability aspect is

especially important now at the beginning of the community building, as these organisations might already have allocated resources to this end and thereby more easily can be added to the platform, whether with human resources or funding. Another important aspect in the beginning of the community building phase is to reach out to potential national nodes with high exposure. It is strategically good to start the community with national nodes, who have a high reach and a foot in the door with their country's citizens. This can be NGOs, municipalities, utility companies or relevant local communities or initiatives. It is important for the platform to have a high reach, however it is also important to get the reach through the right sources, for instance through a relevant potential national node. As one initiative in Portugal:

- 3) In Portugal DECO have created a series of content-relevant articles some of them are the before mentioned articles in the *Idealista*: [Melhore a sua casa](#), [Seja um consumidor inteligente](#), [Aprenda a gerir o seu consumo de energia](#), [Manter o uso eficiente de energia](#), and [Produza a sua própria energia](#). The *Idealista* articles currently stands for around 15 % of all traffic to act4eco.eu, it is also a great example on link building which is prioritised see section 3.5.2.

National nodes with high reach should be prioritised for several reasons: first, it enables us to reach the KPIs in a strategic way. Second, a locally anchored high reach is a prerequisite for funding and co-creation opportunities with some of the envisioned national nodes. From conversations with industry, a high reach and the possibility of setting a Europe-wide agenda is a main selling point. Since the platform will not charge the end users it is necessary to get funding from other sources, such as private companies or relevant funds, that have interest in developing the platform. So, to the end of keeping the platform non-commercial the platform must have a high reach and be locally anchored, as it will attract national nodes with possibility of funding new actions on the platform.

A private company with a product within a certain field, will be interested in sharing knowledge across Europe on this area as it can set an agenda, however, this is only possible with a Europe-wide reach. Third, the bigger the audience the bigger the competitive advantage, which will translate into making it easier to initiate co-creation processes and build the community and thereby the platform. Finally, it will add more power to the policy recommendations when they are based on knowledge and input from a wider audience that represents the Europeans.

Another notion in the upscaling efforts is that one of the platforms' biggest advantages is the European outlook of the platform and the *width of the platform*. (elaborated in 3.2). When adding new content to the platform, it will be translated into multiple languages once the Act4Eco Community is in place. A national node can add to one corner of the knowhow, another can add to another, and all national nodes and end users are benefitting from all the efforts. Besides width, the European aspects promotes reach to citizens across Europe on a local level. This is very important for some potential national nodes, for instance a big international company that wishes to promote energy efficient initiatives that are relevant for their products or services, or for international NGOs, intergovernmental organisations, or international companies as a window to local citizens. In the upscaling phase, multiple international companies and NGOs have shown interest in the platform and its European outlook as it is a way to reach locals in Europe, which was one of the selling points for the UN collaboration. The opposite seems true as well, as local initiatives with limited funding opportunities can benefit from the width of the platform. Along the same lines, it has proven difficult to engage in conversations with stakeholders that are exclusively focused on national endeavours especially if they have a lot of funding as they neither get the immediate value of the width of the platform or benefits from reaching locals in other countries.

To sum up: The upscaling initiatives should focus on potential national nodes that 1) have a liability towards consumers and 2) have a high exposure. Furthermore, it is relevant to look at organisations that have a 3) European outlook or 4) are aware of how they will benefit from the width of the platform.

### 2.3.2 Concretize the Act4Eco Community, Platform and Offer

All partners are in dialogue with potential national nodes in their countries, all kept track of this in our work-document log of national nodes. The feedback from the organisations and companies is positive, we have met with organisations that are curious about the project and the platform and are happy to discuss it and give feedback on it. Several consortium partners experience that **it is easy to set up meetings and find opportunities to present the platform**, furthermore, partners are experiencing that potential national nodes are happy to engage in conversation about the content and give feedback about it. However, it seems that it has been unclear for potential national nodes what it would entail to become a national node and for many, the opportunity has not been represented. This combined brings forward an idea of engaging with potential national with co-creation for eye, rather than just presenting the platform. The platform is materialised, now it is time to materialise the Act4Eco Community that will develop and concretise what it means to be a national node. The following notes are created and meant as living documents to materialise the Act4Eco Community and to assist the upscaling efforts.

- **Product differentiation and value proposition (3.2).** Explicitly demonstrates how Act4Eco stands out from competition and offers its value proposition. The section showcases the uniqueness of Act4Eco and helps partners in their upscaling phase. This section is meant as a tool for partners and national nodes, when building the community and ensures that all partners have the same understanding of the offer.
- **National Node Agreement (appendix 1).** In order to realize national nodes, it is necessary to specify an official procedure of becoming a national node and clarify what becoming a national node entails. What is expected of a national node, what can the national node expect in return and will there be any costs? This section provides the first version of an agreement. The approval of the national node agreement will be an official procedure when establishing national nodes and thereby building the Act4Eco Community.
- **Code of Conduct (appendix 1).** It is a part of the national node agreement. The code of conduct highlights how we want to run the Act4Eco Community for the future.
- **Quality Criteria for Actions (appendix 2)** - To support the code of conduct there is a first draft of quality criteria for actions, this is requirements for any new actions going forward and will help make discussions on co-creation opportunities more concrete.
- **Co-creation opportunities incl. Action Idea Catalogue and New Ways to engage with potential national nodes (3.4).** Potential national nodes are curious about the platform and open to dialogue. The co-creation section suggests listening to the potential national nodes and engaging in a constructive conversation on which actions would meet their needs. The idea is to open up a dialogue and start a co-creation process, rather than selling a product. This section is meant as a living document and inspiration for how to engage with national nodes.

- **Goals for Community Building, in ECO2 and beyond (3.1).** In order to ensure transparency and to clarify how Act4Eco will run in the future, it is necessary to state the goals of Act4Eco, both in the project and in the long run, as well as find a method to reach the projects goal in the most favourable way. In order to present a transparent offer to potential national nodes, the destiny of the platform after the end of ECO2 must be outlined.
- **Technical roadmap.** To be concrete in our offer it is necessary to know exactly which product – that is the platform – we offer at the end of ECO2 by creating a **technical roadmap** and ensure that all bugs are fixed and ensure that the platform is scalable, this is touched upon in 2.4.
- **Communication adjustments (3.5 and appendix 4a and 4b).** Adjustments are created as we have yet to take full advantage of LinkedIn and organic search traffic. Especially LinkedIn focus and inbound content such as articles on Act4Eco.eu will be made. The main point is to use the Act4Eco LinkedIn page to be explicit in our offer (2.1), our aims and our vision (3.1). This should be of big help both for the consortium and internal communication as well as for potential national nodes.

We can then engage in a conversation on the platform’s future in an involving way as it depends on co-creation of actions, curiosity and openness to dialogue to our advantage. Simply use the goodwill of organisations and companies hear what actions they can be interested in developing and add it to our action idea catalogue. This will add to the catalogue where it in turn will be easier to find national nodes to collaborate with. It will showcase the platform and how it can be more relevant for exactly this national node. The possibility of co-creation that allows for tailor-made solutions to national nodes, is one of the key features and a selling point of the platform. In the next six months, brainstorming and co-creation dialogues will be tested as a methodology to start building the Act4Eco Community and to realize national nodes.

## 2.4 Lessons Learnt Actions and Platform

*Potential national nodes* and *end users* are very positive about the content of the actions. The validity of the content is essential for the sustainability of Act4Eco is a big advantage to the project. Consortium partners who participate in the upscaling and community building meetings report that they receive positive feedback of the quality of the actions. This is a big strength in the project and crucial to underline going forward. The high quality of the project has been acknowledged by end users and experts from external organisations and has allowed for, among other things, the UN collaboration at World Ozone Day. Even though the content is of high quality, the format of the actions is less engaging than anticipated (see *D3.1 Action Formats*). In the development of future actions, it is important to sustain the high level of valid quality knowhow and there must be a renewed focus on the format as well. Partners are encouraged to revisit the actions developed and see if it is possible to create more animated content.

To ensure actions of high quality for the future the note *Action Quality Criteria* (Appendix 3) is taken, it builds on upscaling experience and D.3.1. It is meant as an easy handbook when developing new actions, however we also encourage anyone who wants to create a new action to read D3.1.

Another returning discussion in the consortium are the technical drawbacks on the platform for example the log in feature. The consortium partners have received feedback from end users, very much in line with the pilot tests. Which among other things calls for a discussion on the log-in feature. Other points are that the content is of high quality and relevant, however it could be more engaging. This is touched upon in 3.4.3 and appendix 3 on *Quality Criteria for Actions* which builds on *D3.1 Action Formats*.

Many technical improvements have been made URL for specific action-start-points, social media log ins, redirect buttons and language consistency. Some technical improvements are still to be made, which is of very high priority at the Danish Board of Technology. Feedback and experience from partners and end users are taken extremely seriously. Technical improvements to be made:

- ‘Complete’ button must always link to correct language and function
- Complete consistency in language with sign-in
- Correct design of confirmation e-mail
- Logic feature (responsiveness to answers inside of the actions)
- Social media sign in with all relevant social medias without bugging
- Technical SEO improvements

One solution to make Act4Eco searchable on Google which is not technical is described in 3.5.2. The inconsistency in languages is fixed from a technical perspective and is awaiting a project manager to add the correct translations. DBT has allocated resources to ensure that all technical issues will be solved.

According to the *Code of Conduct* (3.3.1) Act4Eco aim at transparency. Therefore, the project information from [ECO2](#) is now available in the Act4Eco [‘about us’ section](#), it will also be possible to find the public documents in this section. Furthermore, on the frontpage all partners’ logos are visible, and an area where national node’s logos will be visible has been created as well. All logos displayed at the front are linked with each institution, and is connected to the [about us page](#), with extensive descriptions. This additional feature allows for easy scalability.

## 3 Community Building Notes

### 3.1 Goals for Community Building, in ECO2 and Beyond

During the last six months of the project the upscaling initiatives will unfold in a community building format which will focus on establishing the Act4Eco Community through national nodes across Europe. All notes in this section 3 aim to assist in these efforts. The project KPIs of achieving 11,000 end users should be seen in this perspective and it is the task of all partners to assist with their network and establish national nodes and get end users through their channels in a stream that will continue after the end of the ECO2 project. The growth of end users should therefore come through national nodes and not be dependent on partners' continued efforts. A goal of the community building is to establish national nodes in all partner countries, especially national nodes that: 1) have a direct link to the citizens of Europe, 2) have pre-existing commitments towards citizens within energy efficiency or other areas that can be relevant to create new actions within and 3) show interest in creating or co-creating new actions on the platform. A national node is established once the organisation has filled in the national node agreement see appendix 1. We aim to invite a lot of interested potential national nodes to an international Act4Eco Community online event in spring 2021. In connection with this event, potential national nodes will have the opportunity to join the community, both before, during and after the event. The event is meant to look into co-creation opportunities and the direction of the Act4Eco Community after the end of the ECO2 Project.

The goal of the Act4Eco Community beyond ECO2 is to have an established partnership between consortium partners who wish to continue the collaboration and national nodes who want to add to the platform. The platform should first be financed through overhead of development of actions, further down the line national nodes can pay a membership fee. The continuous development of the site will be established within the Act4Eco Community, however, with overall steering from the partners. It is the intention to keep widening the community to include more countries and stakeholders and to touch all political levels from intergovernmental to local and to steer the platform in a direction that is fruitful for the climate and for the citizens of Europe.

### 3.2 Product Differentiation and Value Proposition

This section is concerned with what makes Act4Eco unique. Product differentiation is well known from product marketing and focuses on which elements a given product has over its competitors. In our case, product differentiation is meant for the partners as a tool, when engaging in conversations with potential national nodes. This product differentiation makes the value propositions clearer and more concrete. It is important to have a shared understanding of what we and Act4Eco offer when building the Act4Eco Community and will be supported by communication efforts.

1. **Validated expert knowledge ensures content is of the highest quality.** The quality of the content is of the uttermost importance and something we can be very proud of. The quality is recognized by external experts as well as pilot-testing and end users.
2. **The set-up of transformative learning paths and storytelling features are unique** to Act4Eco, this provides a more fun and easy engagement meanwhile taking its audience seriously. The content is presented in a natural language and is accessible to the general public.
3. **The Act4Eco Community** provides an international network which can support each other and together develop the knowledge platform and steer it in the direction most relevant for the citizens of Europe.
4. **Policy recommendations** based on feedback create an opportunity for relevant policy recommendations to be created based on reliable quantitative data.
5. The Act4Eco Community can through co-creation across industry, academia and governmental + open an important dialogue and to a certain extent democratize the actions offered.
6. **Co-creation brings a lot of free content to the benefit of all national nodes:** The width of the platform where a national node can add to the platform in one corner, and another national node can add to the platform in another corner, creates a lot of free available content to all national nodes.
7. **Co-creation allows for personalisation:** Actions will be developed in the Act4Eco Community, and as co-creation projects in between national nodes. Therefore, there is a high level of personalisation and actions can be created in exactly the area you need (within the framework of lowering carbon footprint and oriented towards consumers). Through the Act4Eco Community events, it is possible to find like-minded partners who want to develop the content in the same direction as you.
8. **The Act4Eco platform is non-commercial:** Act4Eco's content will stay 100 % free for end users. There will be no exploitation on end users neither from advertising, affiliate marketing or acquisition features. Please see Code of Conduct (3.3.1 and Appendix 1) for more information. That the platform stays open and free is essential as the reach of the platform will be one key-elements in its sustainability.
9. **Build in a high-capacity system** which is reliable even with an enormous number of end users and with possibilities of adjustments.
10. **Act4Eco has a European wide scope.** When any new actions are added in one country, this is free content for all the other countries. Working towards sharing knowledge in all of Europe.

### 3.3 National Node Agreement

In order to concretise the offer and to be more concrete when referring to national nodes and the Act4Eco Community, it is suggested to formalise the process. This is a first version of a national node agreement, also to be found in the annex.

The national node agreement consists of:

1. information on the organisation who applies to be a national node and two appointed contact persons.
2. A brief introduction of the Act4Eco Community
3. Organisations contribution to the Act4Eco Community
  - a. Exposure to European citizens
  - b. Creation or co-creation of content
  - c. Other, e.g. translation, quality assessment other
4. Code of conduct: Act4Eco contains non-commercial validated knowhow within consumer oriented climate initiatives
  - a. Elaboration on above sentence
  - b. Reference to note on *Action Quality Criteria* appendix 3
  - c. Reference to *Action Idea Catalogue* appendix 2

#### 3.3.1 Code of Conduct

The Code of Conduct is an integrated part of the National Node Agreement and should be highly linked with the [FAQ section](#) on act4eco.eu. There is a certain overlap between Code of Conduct and the FAQ, it is important to keep updating the FAQ and ensure that it is aligned with Code of Conduct.

**Non-commercial** validated knowhow.

- To be non-commercial means that the platform should not promote a specific item or brand throughout an action. Multiple brands should be represented throughout an action, and brands can be removed at any point.
- Sponsor logos should not be added in action or at the end of the action, however, brands on items in the illustrations are allowed if it isn't consistently the same brand being represented.
- Full transparency is required, each action should disclose who created and validated the action, and quality assessments should be added to the same section, in the same way as we know it from elevator checks or cleaning.
- There should always be multiple national nodes involved when approving an action.

Non-commercial **validated** knowhow.

- The action theme as well as content is created by experts in this field, furthermore, it goes through an approval procedure therefore ensuring validated content.
- End users can at any point give their input on actions.
- The actions will be verified continuously through quality assessments.
- Actions and action themes will be approved as relevant through the working group.

Non-commercial validated **know-how**.

- The actions should follow a learning path, as explained in D3.1 and shortly in *the Action Quality Criteria* Appendix 3. This means that the actions should give end users enough information so that they can take the next step.

### 3.4 Co-creation Opportunities

We wish to establish an Act4Eco Community with active co-creation processes, that can steer the platform in a direction so that it provides valuable knowhow to the citizens of Europe and can assist in living a more climate friendly lifestyle. This implies engaging in dialogue with multiple potential national nodes on what actions they find relevant and what the citizens they are in contact with find relevant. It is to allow members (end users) of the platform to give input into what actions are missing and how to improve existing actions. This work is starting now with the new *action idea catalogue*, where national nodes can add ideas for new actions. Co-creation is to develop the platform based on collaboration between national nodes and members (end users) in the Act4Eco Community. In a co-creation process it is not solely the actual action which will be co-created, it is dialogue process with multiple levels such as idea-generating, prioritising establishment of framework and collaborations. Development of actions, quality assessment and more.

The co-creation processes can already start now, as described in the following section, and the community event in the spring will support these processes. There are multiple ways to engage in co-creation processes some ideas that has been suggested is to have a community space on the platform where ideas for projects, papers and actions are available so that members have the possibility of moving further with an idea or can submit their own idea. Another suggestion is to have yearly Act4Eco Community dialogues, like the Community event in spring 2021. The advisory board are invited to participate in our internal community building meetings, to assist the establishment of national nodes, and give their input into how to organise the co-creation activities.

#### 3.4.1 New Ways to Engage With Potential National Nodes

We will try to let the co-creation aspect shape the way we engage with potential national nodes. This means that instead of setting up a meeting where the consortium partner presents the platform, the meeting can take a starting point in co-creation: What actions would be relevant for them and the citizens they are in contact with? Are there any areas missing? We can use the meetings to start a dialogue and think in development rather than presenting.

As seen in section 3.2, one feature that makes Act4Eco unique is its European scope and local reach in multiple countries. Now in the beginning of building the Act4Eco Community it is important to invite national nodes who have liability within the energy efficiency actions already in place on the platform. Furthermore, we should prioritise potential national nodes with exposure, European outlook and national nodes who easily can see the benefit in the width of the platform. We will prioritise LinkedIn over newsletters, encouraging partners to write articles in native language and add relevant content to the LinkedIn page, so that it speaks directly to the potential national nodes in question. Please see 3.5.1 for more details. The LinkedIn page is a tool that should be used actively to explain about co-creation opportunities and initiatives. It is still important to engage with potential national nodes who have a stake in energy efficiency and where the content on the platform is relevant and organisation / companies that are consumer oriented. The consortium will spend more effort on establishing national nodes in respective countries, and less effort on outreach to end users.

An example of this new way of engaging with potential national nodes with a co-creation perspective is in Denmark, where we currently are inviting ten green municipalities to a 'climate municipality' dialogue, hopefully in collaboration with an international environmental NGO. The program of dialogue is:

- 10 minutes presentation of platform and vision
- 10 minutes presentation of action content
- 10 minutes presentation of Act4Eco Community and co-creation opportunities
- 20 minutes break-out sessions where the municipalities can discuss what knowhow they would find beneficial to provide to their citizens – a discussion we aim to support with an energy expert from an environmental NGO
  - Question: Which topics/ actions are most relevant and why?
  - Question: Which other topics/actions could be relevant to develop?
- 10 minutes follow up – thank you for ideas (closing the meeting)
- 30 minutes additional for questions and discussions.

The purpose of making a dialogue rather than a presentation is to embody the options for potential national nodes. They are invited to take ownership of the content on the platform and a preview on what it is to co-create actions.

Hopefully, this will be a way to demonstrate concrete possibilities to engage in the Act4Eco Community. The outcome should be 1) an understanding of the platform and our intention 2) additional ideas to the action idea catalogue 3) for the municipalities in this example, to be a step closer to deciding to become a national node.

This meeting cannot stand alone and a follow up is essential. First everyone who has participated in the meeting should be invited to follow the platform on LinkedIn. But we should also follow up individually discussing the possibilities for the potential national nodes to participate. The notes in this document, that is Chapter Three and Appendices, are meant as a help to concretize our offer to potential national nodes.

### 3.4.2 Action Idea Catalogue

The idea catalogue is a tool that will help partners engage in a constructive dialogue with potential national nodes and function as inspiration for the entire community. The action idea catalogue should provide information on what actions are suggested, why, by whom and to what end. All actions suggested should stay within the framework of **knowhow to the citizens with a focus on more sustainable behaviour**. Currently the main topic will be household energy efficiency. The idea catalogue will be developed at meetings with the dialogue approach as explained above and at community building meetings. Please find the first version of the *Action Idea Catalogue* in appendix 2. The action idea catalogue is a living document. A short overview is:

Areas to fill in	Currently suggested actions in the <b>action idea catalogue</b>
<ul style="list-style-type: none"> <li>• Theme</li> <li>• Action</li> <li>• Description of action</li> <li>• Pitch</li> <li>• Threats</li> <li>• Suggested by</li> <li>• Suggested national node collaborator</li> <li>• Suggested external collaborators</li> <li>• Estimated costs</li> </ul>	<ul style="list-style-type: none"> <li>• Water pumps (for heat)</li> <li>• Transportation               <ul style="list-style-type: none"> <li>○ Car purchase</li> <li>○ Energy efficient driving</li> </ul> </li> <li>• Climate Friendly Food (high competition)</li> <li>• CO2 friendly gardening</li> <li>• Window isolation with health benefit angles</li> </ul>

<ul style="list-style-type: none"> <li>• Funding</li> <li>• Join the discussion</li> </ul>	<ul style="list-style-type: none"> <li>• National financial initiatives for energy efficiency (under development in Greece, Italy and Belgium)*</li> <li>• Policy actions**</li> <li>• Calculations of homes connected to public official registers (e.g. BBR in Denmark)</li> </ul>
--	--

\*) under development, please see appendix 5 for *Development of New Greek Action* – an action plan on current development of national action for energy efficient financing program in Greece.

\*\*\*) One policy action is under development as a part of WP8

### 3.4.3 Action Quality Criteria

*Action Quality Criteria - eContent Qualitative Criteria of Actions* is a note developed to sustain the high quality of action content to increase the quality of the format for any future action development. This note is developed based on the discussions at the upscaling meetings and the pilot tests, that highlight the strength of high-quality content. It is meant to be instrumental and build on the work already done in the consortium, it is essential for Act4Eco Community as it concretize a framework for the co-creation processes.

The note is on the e-Learning quality model (ELQ model) with ten quality aspects in e-learning that are applicable within the areas structure, user’s environment and content and feature. It also explains action criteria such as sequencing of learning paths, learning objectives and design. The note is a living document and will be continuously discussed in the consortium to ensure an instrumental and optimal note for co-creation purposes. You find the *Action Quality Criteria* note in appendix 3.

### 3.5 Community Building adjustment to the Communication Strategy

The communication strategy focuses on strategic link building, search engine optimisation and direct communication with potential national nodes on LinkedIn. Please see appendix for power point slides presenting the new communication strategy at the first community building meeting the 9<sup>th</sup> of November 2020, and the SEO and the 'actualize and SEO' presentation from the consortium meeting the 9<sup>th</sup> of October. Our best current indicator of national nodes that can become the Act4Eco community is the organisations we are in dialogue with, and the ones that have signed up for our newsletter, however, this is a poor strategy, and it seem to be very dependent on the partner (or the country) how likely an organisation is to accept a newsletter, and less about how interested organisations are in the content. To counteract this tendency, it is decided to focus more on our LinkedIn efforts. Until this point, there has been no significant distinction between the content available on Facebook and the content on LinkedIn. All communication efforts, except for the Act4Eco newsletters, have focused on end users. Focus from now on will be on potential national nodes on LinkedIn. Act4Eco experiences a high number of visitors from different platforms, especially from Facebook, referrals from press and organic search. Organic search is to the highest extent engaging the visitors on our page. Therefore, we want to improve our search engine optimization (SEO). Both with relevant articles, but to a further extent, ensuring that all material within Act4Eco is search optimised.

#### 3.5.1 LinkedIn

The new LinkedIn strategy started on the 15<sup>th</sup> of November and focuses on communication specific to national nodes. Google Analytics revealed that only 42 visitors were channelled through LinkedIn on the 9<sup>th</sup> November, despite consistent activities. It is decided to create better content for LinkedIn and content that is relevant for potential national nodes rather than being generic end user content. We aim at getting 100 visitors from LinkedIn in 2020 and to get the bounce rate below 50 for November and December, at the time 75 %. The content should be relevant to potential national nodes, informative on Act4Eco and the ambitions of the Act4Eco Community. Furthermore, videos and live streaming perform better than text and stock photos, last mentioned should be abandoned all together. Ireland ensured a 'Act4Eco full discussion' with Cork Discovers which has driven LinkedIn activities with an increase of 93% compared to last month (30<sup>th</sup> November 2020). The content is relevant for potential national nodes and showcases the importance and relevance of the platform ([LinkedIn post](#)). Posts can be explicitly directed at different potential national nodes (for instance: 'We are looking for green NGOs in Bulgaria'). They should consistently be underpinned by our product differentiation, stakeholders' value propositions as well as our intentions. This will help potential national nodes understand what our aim is, as well as internalise this understanding in the consortium. Examples on good LinkedIn posts is the live streaming of 'Act4Eco Full Discussion' by Cork Discover. Posts should be specific, include relevant hashtags and have a specific sender, for instance:

- So many organisations across Europe provide great knowledge and knowhow to citizens on how to become more energy efficient. Our mission is to unite those efforts at a European level.  
We are open to collaborators, reach out to us to hear more!  
// Anna Kierkegaard, Danish Board of Technology. #EU #Europe #EnergyEffeciency #Knowledge #OpenScience
- We're looking for green municipalities as partners in Denmark and Lithuania! Join our national meetings for green municipalities and learn how Act4Eco can be used as a learning tool for your citizens.

// Anna Kierkegaard DBT, Gintarė Zinkevičiūtė ZEF, #Municipalities #kommune #Climate #Partnerships

- We are very happy to welcome Synergi to the Act4Eco Community! SYNERGI is an interesting organisation that works towards a smarter and more efficient use of energy in Denmark, funded by Danfoss, Grundfos, Rockwool and Velux.  
#Act4Eco #Energy #EnergyEfficiency
- We are working on a new action for all the Ecodians in Greece! This will entail information on the popular Greek national financing program that promotes energy efficiency home improvements.  
// Sotiris Papadelis HEBES  
#Greece #EnergyEfficiency #SpecificGreekHashtags

It is important to include a call for action, show the faces behind Act4Eco, showcase all of our partners and all the organisations and partners who find the platform relevant and who support the platform. Snippets from original videos can also be used as LinkedIn content. The LinkedIn page will now be our main communication channel with potential national nodes, taking the place of the newsletter, however, the newsletter will still be sent out bimonthly. Partners are encouraged to invite their network to the LinkedIn page, and to create content that is relevant for their current upscaling initiatives. Furthermore, partners are encouraged to write articles in their national language with a focus on the platform and with specific national nodes in mind. An Act4Eco Community LinkedIn group has been established, which is exclusively for national nodes and a place where national nodes can discuss co-creation ideas and where the dialogue can continue after ECO2.

### 3.5.2 Search Engineer Optimization

#### *Inbound articles with action content*

EngageSuite is a closed program and the content in it is not searchable on Google. We have decided to use the content within the actions and create articles in WordPress with relevant keywords. The articles will be posted approximately biweekly in all languages represented on the platform. This will improve the searchability of the platform drastically and ensure that anyone searching for more information on Act4Eco will be guided to the platform. The articles will be adjusted slightly so that they include the best keywords (high search volume, relatively low competition) and so that it links to the correct actions, which now have WordPress URLs. On the 9th November only 233 visitors were registered through organic Google search, we expect this number to increase drastically when the high-quality content is searchable for Google. The current performance indicator target is set at 500 visitors from Google searches in 2020.

#### *Link building*

To achieve a sustainable growth in end users all partners must focus on potential national nodes with a high degree of exposure. Act4Eco should be added to national nodes websites as a tool they refer to and implemented at a static place of their website. Static link building should be prioritised in the above articles and newsletters, as they do not expire.

Focus is on potential national nodes especially through LinkedIn where we will highlight product differentiations and value propositions, this includes mentioning collaborators both to build links but more importantly to build trust and confidence in the platform and its sustainability after ECO2.

## 4 Description of Terms

*Action* – An action is the learning path on Act4Eco.eu, it is divided by sub actions.

*Act4Eco Community* – consists of national nodes and end users of the Act4Eco platform. This is organisations and companies that wish to develop and sustain the platform who have signed the national node agreement, and citizens especially in Europe who gets knowhow from the platform.

*Co-creation processes* – It is to establish a dialogue between different national nodes and end users in order to steer the content development in a democratic manner. Please find more information on DBT's website: [www.tekno.dk](http://www.tekno.dk).

*Community Building* – Ensure dialogue and support between different organisations, companies and citizens who for different reasons work towards the same goal (in this case energy efficiency +) and provide the right framework for relations to find common ground for instance through the platform and community activities.

*ECO2 Groups* – ECO2 Groups are Act4Eco Members who form groups locally and wish to improve their energy efficiency together.

*End users* – The final users of a platform, in this case citizens in Europe.

*Knowhow* – Information and knowledge that enable someone to act upon it.

*Lead partners* – National nodes that coordinates the platform, social media accounts and ensure that the Act4Eco Community is vivid.

*Members of Act4Eco* – End users of the platform who have created an account. Currently all end users are members of Act4Eco.

*National Nodes* - organisations and companies that wish to develop and sustain the platform who have signed the national node agreement.

*Potential National Nodes* - organisations and companies that might wish to develop and sustain the platform, target to sign the national node agreement.

*Width of the platform* – The feature that multiple national nodes can add content to the platform, that will benefit the rest of the national nodes and all end users.

## Appendix

1 National Node Agreement Inclusive Code of Conduct

2 Action Idea Catalogue

3 Quality Criteria for Actions

4a Presentation from Consortium Meeting

4b Presentation from Community Building Meetings

5 Development of New Greek Action



# ACT4Eco COMMUNITY

Join the Act4Eco Community as a national node. Get involved in the co-creation processes and share knowledge of energy efficiency with European citizens.



ACT4ECO.

## INFORMATION

	Organisation Contact	Person 1	Contact person 2
Name:	_____	_____	_____
Phone:	_____	_____	_____
Email:	_____	_____	_____
Address:	_____		
Country:	_____		

Please choose most fitting:  NGO  Company  Academia  Governmental

## ACT4Eco COMMUNITY

When you join the Act4Eco Community you will become a part of an international community that works towards knowledge sharing as well as building on the content to the end of minimizing the environmental impact in Europe. Currently, all content is related to energy efficiency, however the aim to include other content areas that are consumer oriented and minimize ecological footprint.

Content will be added to the platform through co-creation processes. An important aspect of the Act4Eco Community is to facilitate dialogue across borders and sectors and to assist in finding relevant collaborators for development of specific actions. We will update you on relevant Act4Eco Community activities such as international dialogues and co-creation initiatives. Feel free to add [Act4Eco on Linked](#) and sign up to our newsletter for additional updates or join the [Act4Eco LinkedIn group](#) to actively engage in conversation.

As an organization or company you can be included in the Act4Eco Community by becoming a national node. You are a national node once this national node agreement has been accepted, and once you have started to contribute to the community. The next section specifies how you can contribute. All national nodes' logos will be visible on the frontpage of the platform, this is mandatory due to our aim of transparency.

## OUR ORGANISATION WILL CONTRIBUTE TO ACT4Eco BY

- ... Giving relevant exposure to European citizens.  
(This can for instance be by linking to act4eco.eu from relevant places on your side, through social media, newsletters, writing articles or promote it at your events.)
- Please specify in which way your organization will give relevant exposure:

...Engaging in co-creation of actions

Please indicate which actions you are interested in, for inspiration see the Action Idea Catalogue.

... Assisting with other areas. (This can be by translations, quality assessment or other contribution.)

Please specify how your organisation can contribute to the Act4Eco Community:

---

## CODE OF CONDUCT

---

### **Act4Eco contains non-commercial validated knowhow within consumer-oriented climate initiatives.**

#### **Non-commercial validated knowhow.**

- To be non-commercial means that the platform should not promote a specific item or brand throughout an action. Multiple brands should be represented throughout an action, and brands can be removed at any point.
- Sponsor logos should not be included in an action or at the end of the action, however, brands on items in the illustrations are allowed if it isn't consistently the same brand being represented.
- Full transparency is required, each action should disclose who created and validated the action, and quality assessments should be added to the same section, in the same way as we know it from elevator checks or cleaning.
- There should always be multiple national nodes involved when approving an action.

#### **Non-commercial **validated** knowhow.**

- The action theme as well as content is created by experts in this field, furthermore, it goes through an approval procedure therefore ensuring validated content.
- Users can at any point give their input on actions.
- The actions will be verified continuously through quality assessments.
- Actions and action themes will be approved as relevant throughout the working group.

#### **Non-commercial validated **knowhow**.**

- The actions should follow a learning path, as explained in document xx. This means that the actions should give users enough information so that they can take the next step.
- Actions should follow the **eContent Qualitative Criteria of Actions**

**Consumer oriented climate initiatives.** The focus of all actions is on the citizens of Europe. The starting point of the content is energy efficiency, please see the **action idea catalogue** to propose content for action and see suggestions already made.

---

## ACT4Eco COMMUNITY

---

The Act4Eco Community and the Act4Eco platform is run by the ECO2 project which ends in August 2021. After August 2021 lead partners will take over the lead and ownership of the platform. These lead partners ensure the platforms continued development by establishing national node and continuing to initiate co-creation of actions. It is free to be a national node in the Act4Eco Community, costs for running the platform will be covered by co-creation of new actions. The conditions of being a national node are subject to change.

The organisation agrees to:

- Participate actively in the Act4Eco Community by contributions marked above (necessary).
- Code of Conduct (necessary)
- Be listed on Act4Eco.eu and become an official National Node (necessary)
- Receive the Act4Eco newsletter (not necessary)

---

On behalf of Act4Eco

---

On behalf of organization

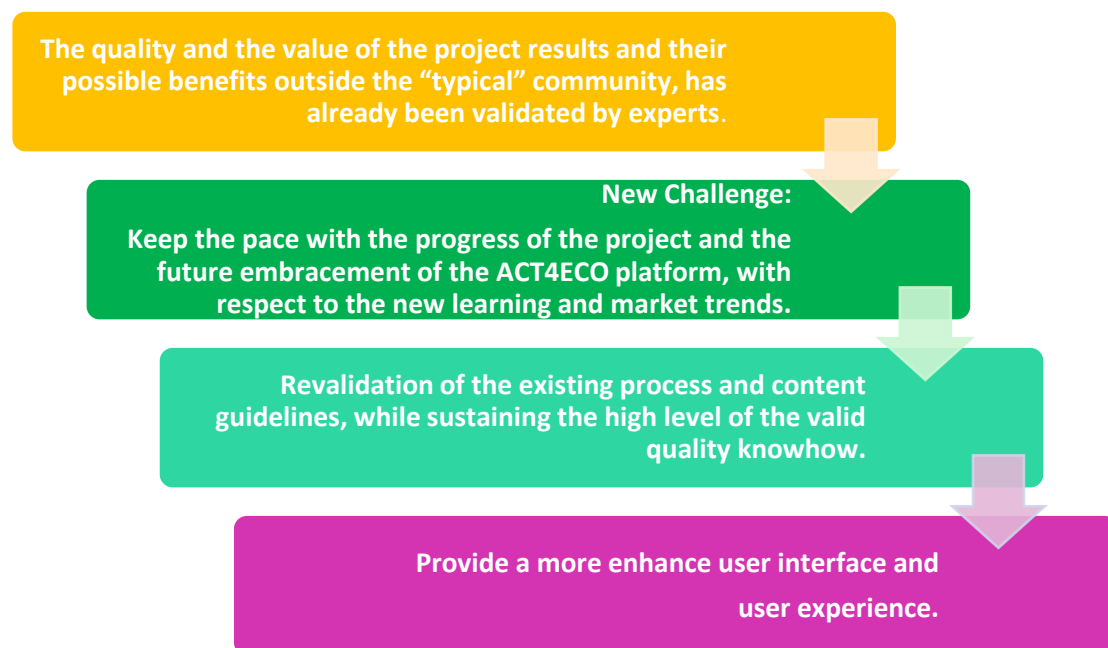


## Working Document- eContent Qualitative Criteria

HEBES Intelligence- Sophia Theodoropoulou

### Introduction: Existing Situation

In order to ensure a successful and sustainable development of future actions to capitalize the knowledge developed and the advancements of technology utilized, as well as for bringing the value generated to both open market (from the business perspective) and society (from the societal perspective), efforts to establish ACT4ECO platform as a highly visible focal point and further attract stakeholders are vital. In that sense, making ACT4ECO's online presence and virtual experience more interesting to users and the Community in order to get them more involved and continue their involvement by creating value from their point of view is the next challenge. Since the high quality of the project and its main outcomes has been already acknowledged, the project's consortium aims to enrich the already existing process and content guidelines by identifying and defining some additional qualitative criteria, as shown in the figure below:



### Goals

In short, by expanding the main criteria already set for the development of the Actions and their content on the ACT4ECO platform, we are expecting to create a coherent guide on developing and delivering online content that meets new market and learning trends as well as potential national nodes and stakeholders' needs and requirements, in an attempt to:

1. Enhance the **effectiveness** of the learning strategy.
2. Enhance the **engagement** of the online users.
3. **Brand, promote and further exploit** the project's results/outcomes.
4. **Identify** and **attract** valuable supporters and collaborators.

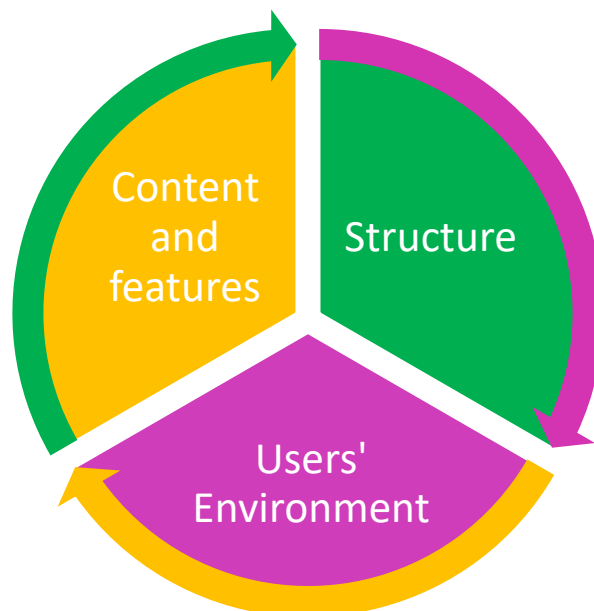
### 1. Proposed model for eContent Quality Criteria (ELQ-elearning quality)

For the purpose of clarity and consistency, the term e-learning is used here to refer to the technology-enhanced learning and the online training through online environments and platforms such as the ACT4ECO platform. While there are several definitions of the eLearning which reflect different perspectives, the term in this document is specifically defined as the use of computer based-system infrastructure and internet technologies to deliver a broad array of solutions to enable learning and improve performance. Based on this terminology a model for quality assessment of e-learning – ELQ, is proposed as the potential tool for further defining the quality aspects of the projects outcome, the ACT4ECO platform and the online content for all the future Actions.

In its main form **ELQ model** is made up of up to ten quality aspects, crucial when assessing quality in e-learning:

1. Material/content
2. Structure/virtual environment
3. Communication, cooperation and interactivity
4. Learners assessment
5. Flexibility and adaptability
6. Users Support
7. Staff qualifications and experience
8. Vision and institutional leadership
9. Resource allocation
10. The holistic and process aspect

**These aspects are not numbered in order of importance.** For the current purposes the above criteria are proposed to be categorized under the 3 following axes:



**1.1 Content/Material:** eContent development is the process of crafting relevant course material, which not only complements the strategic learning objectives but helps users attain higher levels of “learning” satisfaction. The main quality issues that concern material and content are selection and sequencing of material as well as the quality of the material used and produced on a course. However the main goal is to inspire and motivate users, in order to result in enhanced learning outcomes, by moving far beyond the printed book or the “just text content” to a more engaging material.

**1.1.1 Content Design Methodology.** There are many instructional systems design models, most of which are based on popular ones such as the ADDIE model, which includes five stages:

**1. Analysis,** which allows the identification of general, high-level course goals as well as key characteristics of the learners (e.g. their previous knowledge and skills, geographical provenience, learning context and familiarity with or access to technology). This kind of need analysis is proposed to be conducted at the start of any development effort to determine:

- tasks that learners should learn or improve and the knowledge and skills that need to be developed and reinforced or
- topics that the content should include.

A Content Needs Analysis Questionnaire might be included in the National Node Agreement, to ensure that all necessary information is gathered in a more detailed and efficient way and the content is targeted to the right direction.

**2. Design,** which illustrates the documentation of the project’s instructional, visual and technical design strategy, including the curriculum or course structure, the learning objectives associated with each unit of the course and the delivery methods and formats. In short, this phase includes the following tasks:

- formulating a set of learning objectives required to achieve the general, high-level course objective,
- defining the order in which the objectives should be achieved (sequencing),
- selecting instructional, media, evaluation and delivery strategies.

**3. Development,** which involves the creation and testing of learning outcomes and the content main deliverable following three main steps:

- content development based on all the required knowledge and information collected,
- storyboard development/integration of instructional methods and/or media elements if required,
- courseware development/ producing the course in different delivery and integration into the learning platform.

**4. Implementation,** which refers to the content’s installed on a server and its delivery to the end users.

**5. Evaluation,** which may take place during different stages of the course and provide feedback on every aspect of the content, including users’ reactions, learning objectives and goals’ achievement or even possible future improvements. A final assessment or a satisfaction survey at the end of each course may serve as useful tool to assess the content developed from the end users’ perspective.

Based on the **ADDIE model**, as presented above, eContent is suggested to satisfy the following criteria:

1. subject-based quality material and reliability of the source,
2. learner-centered content and personalization,
3. clear and persuasive introduction presenting the main learning objectives and goals,
4. apparent and interactive menu,
5. granularity and modularity where each element corresponds to a specific learning objective and contributes to the achievement of the overall course goal,
6. creative use of instructional methods and techniques to develop an engaging and motivating learning experience (i.e interesting learning activities),
7. a level of interactivity from limited to moderate (or full interactivity, if possible or necessary),
8. multimedia elements to facilitate learning and naturally engage users into courses by making learning a more fun activity (infographics, videos/animations/games etc),
9. enhanced readability by using click buttons or links to extra or “nice to have” information that users can discover by actively react with the main content provided,
10. evaluation/assessment include questions of many different types (i.e. true/false, multiple choice, matching, development, arithmetic etc).
11. technical aspects (i.e. suitability and compatibility of the main infrastructure)

Also eContent is suggested to include:

- clear navigation instructions,
- glossary and FAQs available throughout the content,
- supplementary, additional material (articles, links etc) that may be easily printable,
- pre-tests (not obligatory, but necessary to motivate uses to enter the content by challenging the knowledge they already have),
- satisfaction questionnaire,
- rewarding (e.g. certification of completion etc).

**1.1.2 Content Format and Levels of Interactivity.** Efforts should be made to enhance content to be developed with interactivity, which can act as the “dialogue between users and eLearning content and the key element of the actual users’ engagement and involvement in the eLearning process. Interactivity involves forms of action or reaction on users’ behalf, in order for them to achieve results or reach a conclusion. eLearning interactions may include multiple choice quizzes, tests, eLearning scenarios simulations, animation, videos etc, that help users to deepen their understanding of the subject matter through experimentation, dealing with unpredicted circumstances, or even learning from their mistakes.

Besides activating long-term memory and improving attention, interactivity, there are also many key benefits such as:

- causes reactions,
- enhances knowledge retention,
- encourages reflection,

Appendix 3:  
Action Quality Criteria

- boosts engagement,
- promotes motivation.

Based on the above, content that is about to be develop should integrate a certain level of interactivity (from limited to moderate or full interactivity). This means that, content may include elements such as:

- animations, clickable menus, drag & drop interactions and multimedia (limited interactivity)
- animated videos, customized audio, complex drag & drop interactions, simulations, stories and branching scenarios and multimedia (moderate interactivity)
- interactive games, simulated performance exercises, customized audio or video, avatars, stories and branching scenarios and multimedia (full interactivity)

In any case, the content is suggested to include:

- an interactive content menu, clear “training” objectives and navigation instructions,
- back and forward navigation buttons,
- a modular design, as described in the next section, consisting of different types of content (short introductory videos, texts, elearning courses etc),
- supplementary, additional material (articles, links etc),
- satisfaction questionnaire,
- final assessments/quizzes (but not obligatory due to the characteristics of the targeted groups and the “training” objectives)

**1.2 Structure:** eContent of the Actions is self-paced allowing end users to learn at their own pace and make choices about the sequence and focus of their learning. Because of its autonomous nature self-paced content comes with a number of advantages that enhance both users' performance and engagement such as:

- limited or no pressure to complete the learning at a predetermined time and speed,
- self-discipline promotion,
- suitability for different learning styles,
- higher knowledge retention,
- flexibility in setting personal schedules and learning paths.

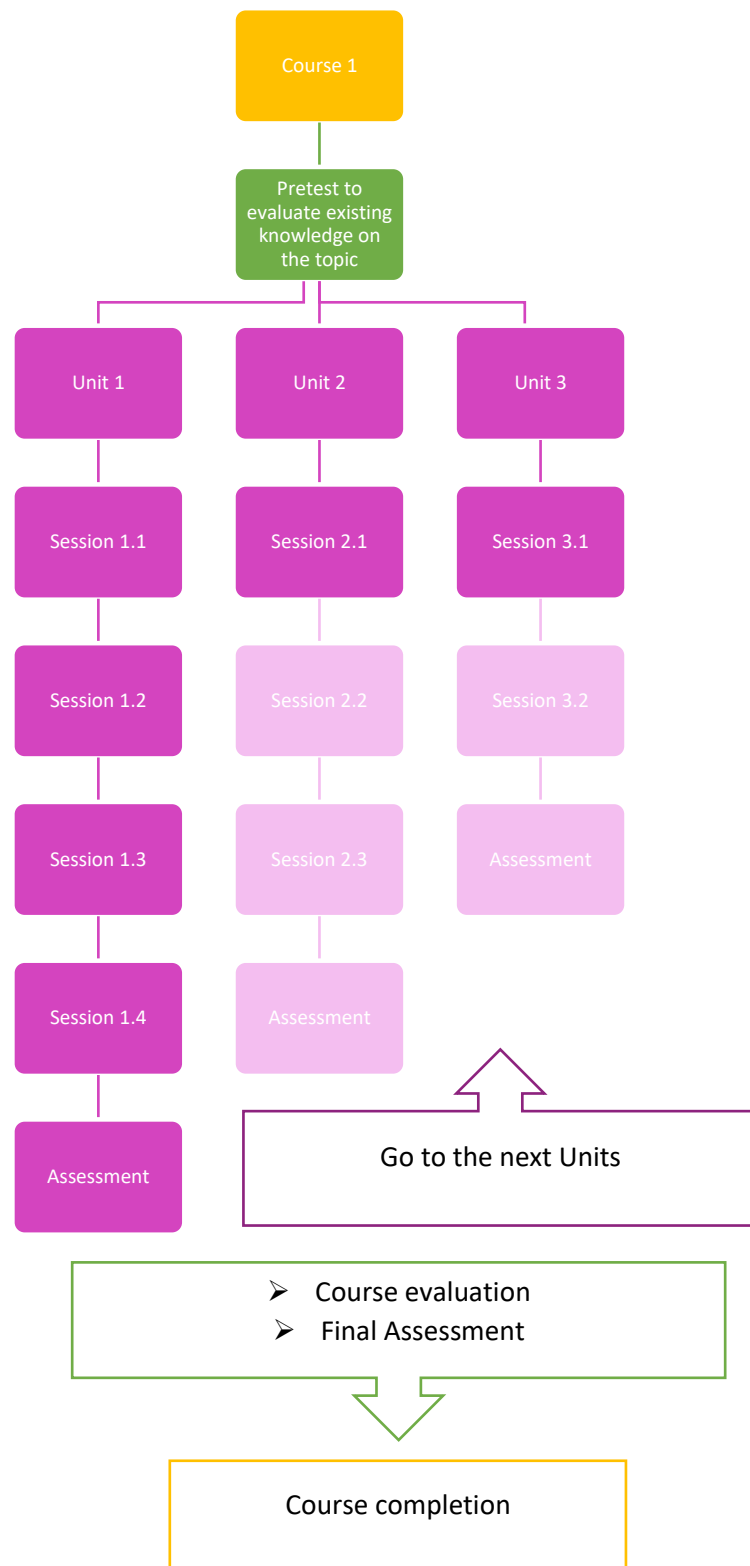
However self-paced content requires a more coherent structure and hierarchy among learning objectives by using the results of the task and topic analyses in a logical and sequent way. In other words requires training roadmaps (learning paths) or structured sequence of training activities that cumulatively teach a topic (or group of topics).

As the name suggests, this is a method of mapping out training, so as to gradually make learning easier and better for the audience. Besides this, the roadmap will help identifying each course as part of a unified whole, with each piece building on the last to achieve a collective value greater than the sum of its parts.

There are a range of effective ways to sequence learning content, such as:

- Topics can be organized based on their order of importance, the familiarity end users have with said topics, cause-and-effect relationships or countless other models.
- Probably the most basic factor in sequencing, however, is prerequisites. If you have to learn topic ABC before you can learn topic XYZ, then ABC should obviously come first.

Either way the outcome of such a sequencing is a course structure where each element corresponds to a specific learning objective and contributes to the achievement of the overall course goal. In order to achieve greater users' familiarity and thus better training results, the course structure is proposed to be modular, including several units with a number of different sessions, while especially In a self-paced e-learning course each session is a learning object made by a set of screens including text and media elements. The diagram below provides an example of a structure for an eLearning course.



**Diagram 1. Modular course structure**

Appendix 3:  
Action Quality Criteria

Developing a course by using a modular approach allows the definition of a number of personal learning paths that respond to different individual interests and needs. The task analysis helps to establish a connection between learners' needs and specific course elements, which in turn enables learners to select a subset of sessions under the main course. Entry tests or task-related questions can be submitted to learners to help them identify the right subset of relevant course elements, as depicted in the diagram below.

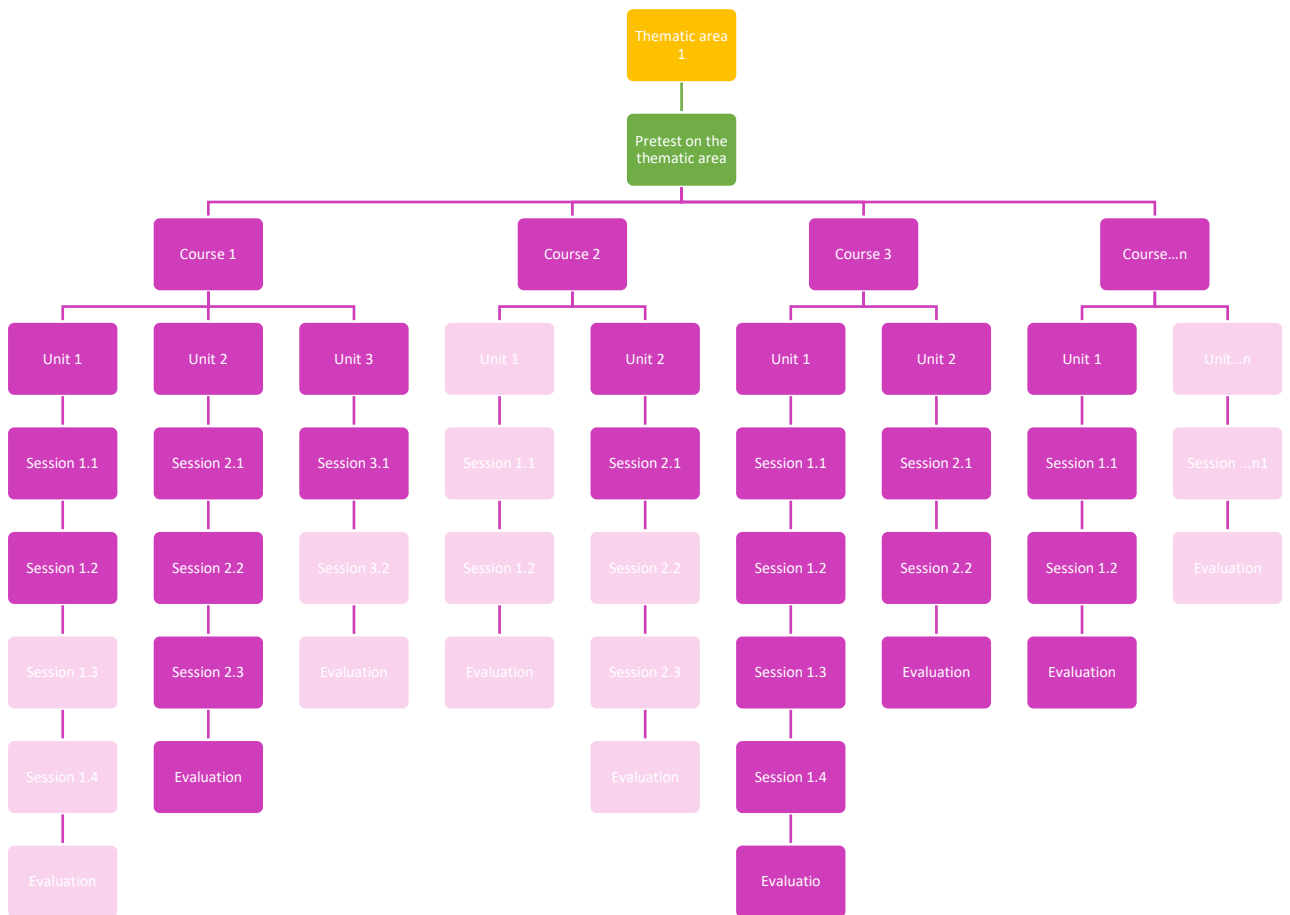


Diagram 2. Learning roadmap and personal paths

**1.3. Users' Environment:** One of the most important parts is the user environment which should be properly designed to allow users to take advantage of the whole functions of the information system, otherwise the system risks not being functional. To that end users' environment are often proposed to be open, safe and trustable while also allowing equal opportunities for learners to participate without the limitation on knowledge levels or levels of tech familiarity.

Talking about users' environment, we usually refer to a combination of technology and elements that can facilitate and improve the learning process of the end users outside of the main content and material. Three of those element are the introductory (homepage) of the online platform, the landing or dashboard page (following users' successful login) and the course area, where the main content is uploaded.

Based on the above, a **user friendly environment** should have:

- ✓ **A user friendly introductory page** that successfully introduces the platform to the users and entices them to log in and go further to the platform.
- ✓ **A user friendly landing page** that successfully provides all the necessary information about the platform's content and direct or funnels users down a desired path so as to go even further to the platform's content.
- ✓ **A user friendly course (thematic) area** through which a course, including all learning materials and activities, is made successfully available to end users.

Based on the above mentioned aspects as well as the Project Partner's recommendations, the main suggested qualitative criteria regarding the users' environment on ACT4ECO platform are listed below:

Introductory page	Landing Page	Course (Thematic) Area
<p>1. Simple login process:</p> <p>Trouble free and simple login process through which end users may access content areas of their specific interest. With the authentication of the user, the access to the corresponding services will be allowed without the need for the certification of the user for each service separately.</p> <p>2. Sophisticated graphical design calling to Action:</p>	<p>1. Provide a smooth and easy navigation:</p> <p>All available functions should be well designed so that the sequence of steps is logical or even minimize the steps required to complete a function. In that sense it is necessary for users to have a clear indication on which step of a function they are, how they can proceed to the next or previous step as well as on which page of the web system they are and what path followed to reach it or even to which pages of higher or lower level they can move.</p> <p>2. Provide visible roadmaps:</p>	<p>1. Consistency in graphic design</p> <p>Course area should follow a unified design philosophy so that the users are not confused. This applies both to the use of a common color palette and common symbols for the same or similar functions.</p> <p>2. Support the import of digital documents, as well as its documentary metadata</p>

In addition to text, user interface may take advantage of other forms of content, such as images, infographic and video.

3. Ability to communicate value immediately by “staying above the fold”:

The term, “above the fold” simply refers to the portion of a page a user can view without scrolling. In other words it refers to what appears as soon as users land on the page and the first content they’ll see and make the first impression on each visitor. In that sense it is essential for the most attention-grabbing, compelling content and headlines to be placed within the top, above-the-fold portion of the introductory page so as to grabbing visitors’ attention.

Courses can be placed into a custom learning path on the platform. It helps to provide some incentive at the end of the roadmap, such as consideration for further discussion/training, participation in a policy related seminar/activity or a badge or certificate to show off the successful completion of the courses. In short many learning management systems award these designations automatically upon completion of learning milestones.

3. Provide stress-free courses’ browsing:

Courses should be easy to be identified due to their division into categories and subcategories. The separation may also be done with chronological criteria, creating a proposed curriculum.

Also courses can be easily found by course by using certain keywords when the list of courses is too long and courses are not visible at first glance

Content material uploading to the system and characterizing it with metadata of cataloging, documentation and technical metadata, such as creation time, reference frame, descriptions, titles, keywords, etc.

3. Clear structure, messages and instructions to the users.

Apart from the main training content, structured in a modular way as proposed above, a user friendly course area may also include and provide a course outline or syllabus setting and informing users about courses’ structure, goals and objectives, the expected learning outcomes as well as the proposed method of interacting with the main content and all the additional activities, including also a proposed reading list.

Finally, there are some additional tools that may be included and enhance users’ learning experience:

- Calendar: It is a simple and compact means of monitoring the course activity program, the system itself and the users. When a user is logged in to the website, a new event can be added.
- Upcoming Events: Creates and displays a list of events that are going to take place in the near future. These events may relate to the educational process (eg trainee meeting, quizzes) or the system (eg scheduled maintenance).
- Wikis: Refers to the collective writing of text files using a browser. It can be a very handy tool in case of group work. As the document is modified, its previous versions are saved and remain available whenever requested.
- Glossary: Works like a list of definitions, like a dictionary. Each lesson can have a basic and many secondary glossaries. Users can also contribute to the glossary by entering entries in the secondary glossaries, which they can edit or delete.

- Show News. View a list of the latest news or announcements posted on the platform. It is a very good source of information on developments in the educational process and beyond.
- Surveys: It is possible to capture users' views on a topic raised by the trainer. Thus, a "poll" is conducted in the course from which useful conclusions can be drawn.
- User Notes: Each user saves their own notes on the platform. In this way, users have access to them whenever attending the course.

## **2. Proposed KPIs to measure content and offered training effectiveness**

1. **Users' engagement/Learning analytics:** Check the average as well as individual time taken to finish the training. Also assess users' performance – both before and after training completion- in terms of the time taken to reach a certain level of proficiency. Such analytics may be extracted by the platform and the available reporting abilities of the system.
2. **Knowledge and Skills retention:** By also measuring the difference between pre and post-training assessments.
3. **Impact on the main Project's Performance Metrics.**
4. **Users/Stakeholders level of engagement.**
5. **Net Promoter Score (NPS),** allows users/stakeholders to rate—on a scale of 1 to 10—how likely they are to suggest or recommend your services to friends and peers based on their experience.
6. **Users/Stakeholders satisfaction rate.**



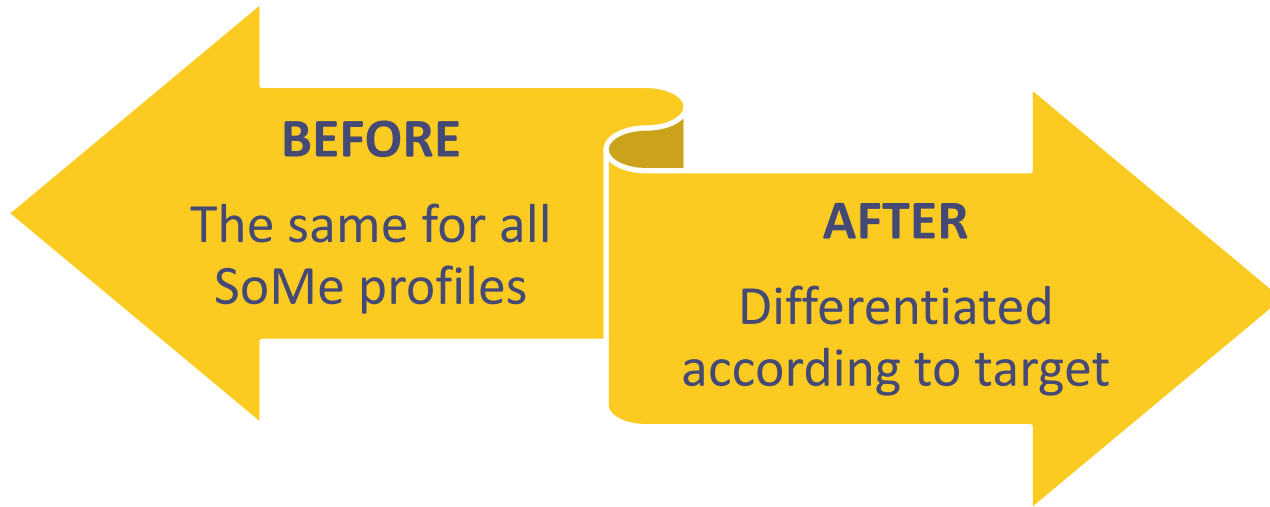
## New Communication Strategy

- LinkedIn
- SEO

Community Building Meeting – 09/11/2020



# SoMe Communication



## GOAL

Increase the amount of Visitors on SoMe pages  
and, consequently, of Users on ACT4ECO platform!

# Facebook vs. LinkedIn

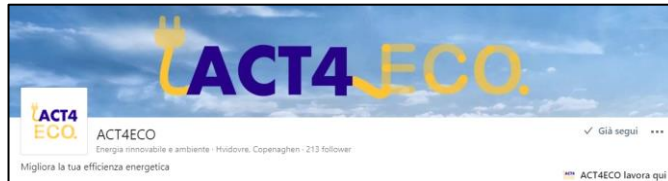
The Facebook logo, consisting of the word "facebook" in white lowercase letters on a dark blue rectangular background.

Communication  
targeted on User  
groups and  
citizens

The LinkedIn logo, consisting of the word "LinkedIn" in blue uppercase letters, with the "in" part enclosed in a blue square, followed by a registered trademark symbol.

Communication  
targeted on actual and  
potential NNs,  
gatekeepers.  
Higher quality content.

# LinkedIn



## ACT4ECO COMPANY PAGE

- 1 post / week in English (no translation needed)
- Any other news, when necessary



## YOUR PERSONAL PROFILE PAGE

- Reach out for groups
- Articles on LKD Pulse

# What can we do?



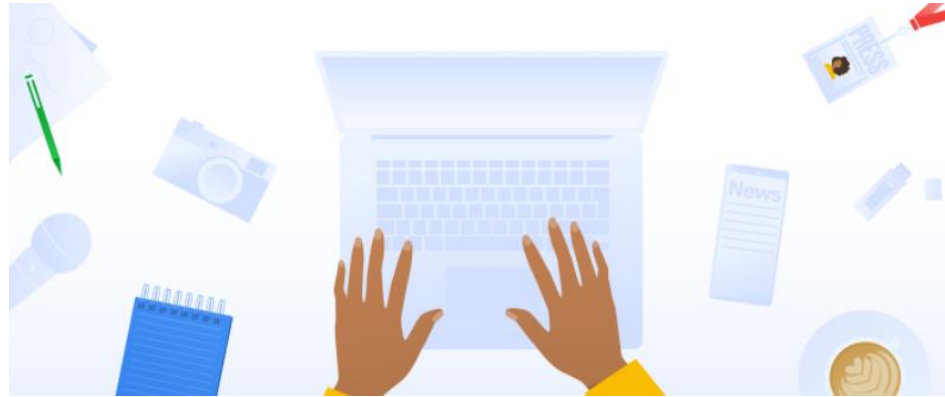
- The strategy will remain the same (using “SoMe content plan” and translations, as usual)
- New “Brain Dump” folder for ideas on posts
- We will start from **Monday 16/11/20**

# SEO



Useful tool to find out **KEYWORDS**

# What about articles?



- Use the **content of the Actions** to write optimized articles
- Articles will be published on Act4Eco “News and articles” section and on **LinkedIn Pulse** (using your personal profile)

## KPIs by end 2020



- **100 ppl** reaching Act4Eco through LinkedIn
- Bounce rate **lower than 50%**

## KPI by end 2020



- **500** organic searches

# Upscaling



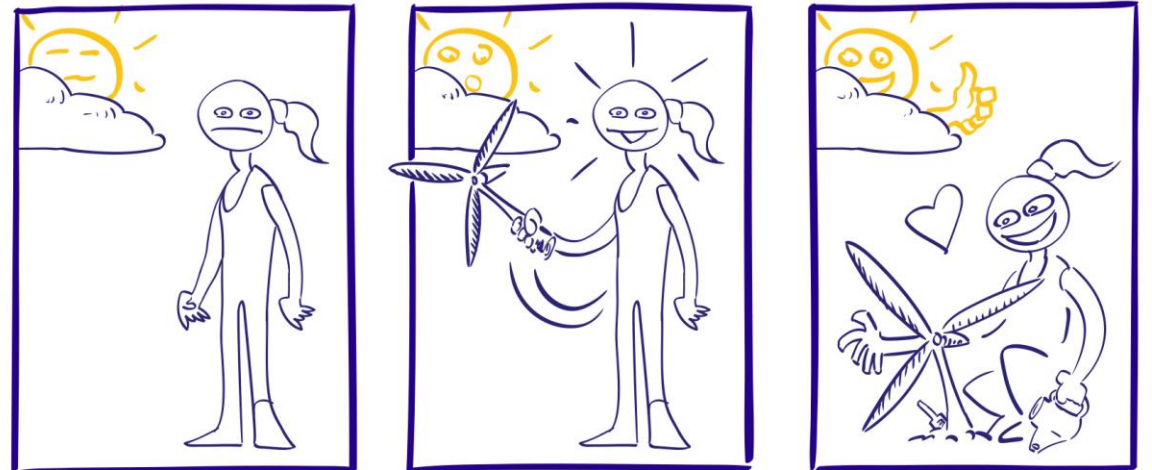
Anna Kierkegaard, DBT [Ak@tekno.dk](mailto:Ak@tekno.dk), CM, October 2020

# Purpose

Provide inputs to our discussion on upscaling opportunities.

Reflections on: World Ozone Day, Google Analytics and our discussion yesterday.

See [World Ozone Day follow up here.](#)



# Lets talk about...



How to actualise Act4Eco



How to be trusted



Being at the right place at the right time

# World Ozone Day - what worked



- By making the platform relevant NOW we managed to:
- Create great content for Social Media
- NGO communicated on the event in newsletter ->
- Connections and trustworthiness ->
- More users
- Stand stronger with Google (links)

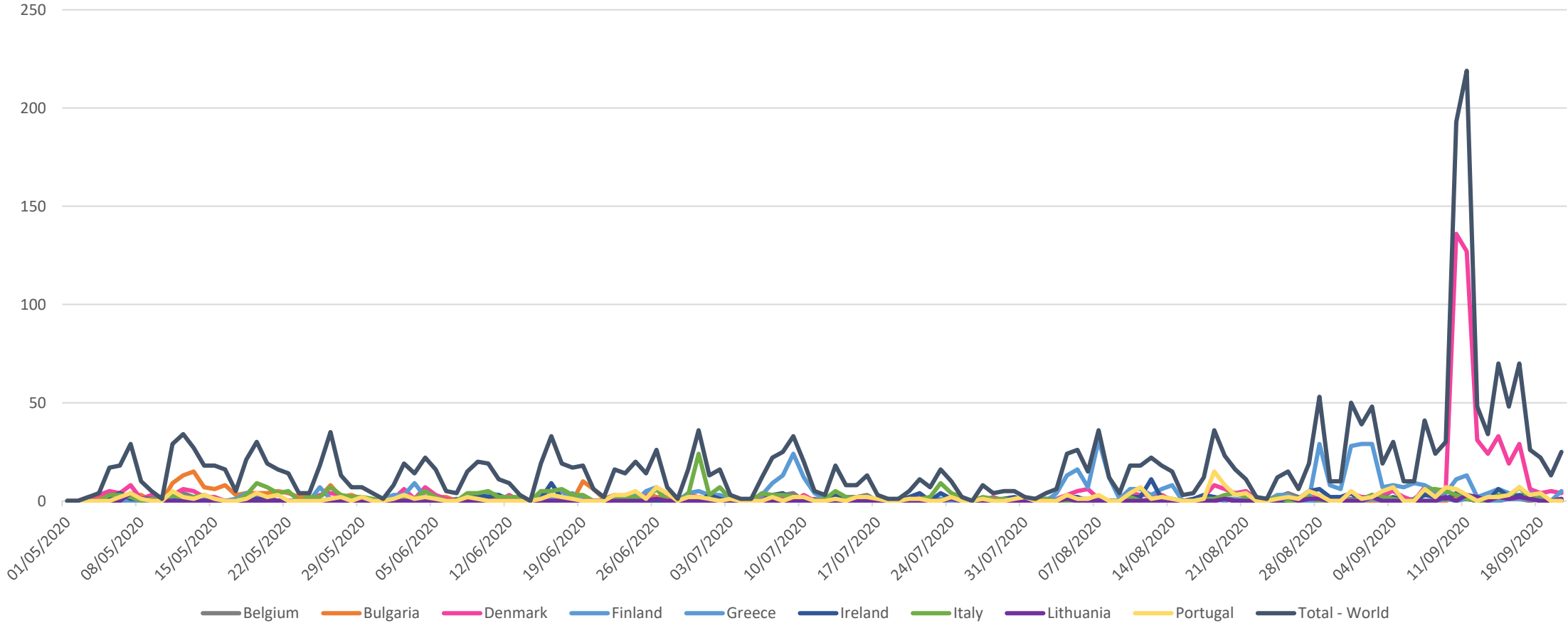
# WOD Content

- 1.8K reach, 135 interaction
- Promo 654 reach, 17 act
- Both webinar and easy 'test' sessions had great reach.
- Real people: Relatability and trust

Posts					Opret opslag
Offentliggjort	Opslag	Movie Clicks	Rækkevidde #	Interaktion	
17-09-2020 17.00	 Getting rid of bad habits is something everyone strives for in their lives. Those usually involve	0	62	1	
16-09-2020 17.02	 Live webinar by @act4eco with guest Liazzat Rabbiosi from UN Environment Programme do	0	1,8K	136	
16-09-2020 16.34	 Live webinar by @act4eco with guest Liazzat Rabbiosi from UN Environment Programme do	0	71	5	
16-09-2020 11.05	 Get some information on how to participate in our event today.	0	390	10	
16-09-2020 10.31	 Get some information on how to participate in our event today.	0	57	0	
16-09-2020 10.00	 Last day to sign-up! Only few places left, hurry up! #ACT4ECO #OzoneLayerDay	0	34	2	
15-09-2020 17.00	 Your impact matters! Take a moment to rethink the impact of your energy use on the	0	66	4	
14-09-2020 17.00	 As #WorldOzoneDay is getting closer, let's make a collective effort to become more energy	0	48	1	
13-09-2020 11.00	 Big news: UN Environment Programme is joining "Act For The Climate On World Ozone Day"	0	48	0	
11-09-2020 17.00	 Act for the climate with us, the 16th of September on World Ozone Day! You can	0	48	1	
10-09-2020 17.00	 Go Green, Go Smart at home! Reduce your carbon footprint and live cleaner and more	0	99	3	
09-09-2020 16.57	 World Ozone Day is almost here. Have you already decided the place for your event? Where	0	39	1	
09-09-2020 15.20	 Act4Eco - Sign up for our event the 16th	0	664	17	
09-09-2020 15.14	 Sign up for our World Ozone Day at act4eco.eu	0	342	2	
08-09-2020 17.00	 One is not born, but rather becomes, a smart consumer! Adopt more energy conscious	0	63	4	
07-09-2020 17.00	 Additionally to all the citizen hosted events, on September 16th, join us in our World Ozone Day	0	51	2	
04-09-2020 17.00	 Da forskere i 1970erne opdagede at menneskeheden var skyld i at lave hul i det	0	56	1	
03-09-2020 17.00	 Har du nogensinde overvejet hvor energibevist du er? Find ud af hvor meget du allerede ved om	0	65	3	
02-09-2020 17.00	 Er du ved at organisere din egen World Ozone Day begivenhed? Tag en af disse invitationer og	0	90	4	

# WOD Users

Timeline of active users per country per day



# Top 5 ways to get to Act4Eco.eu

Users	Found us...	Sessions	Interacted with Act4Eco.eu	page pr session	average session duration
796	Directly, by typing act4eco.eu	1,103	35%	1.9	00:02:07
346	Through Danish NGO newsletter in relation to World Ozone Day	420	42%	1.76	00:01:00
334	Through one Facebook link	348	18%*	1.35	00:00:23
141	Through Google searches due to strong content and keywords	287	41%	2.11	00:02:48
103	Through another Facebook link, 20% had already visited the site once.	167	43 %*	2.11	00:02:18

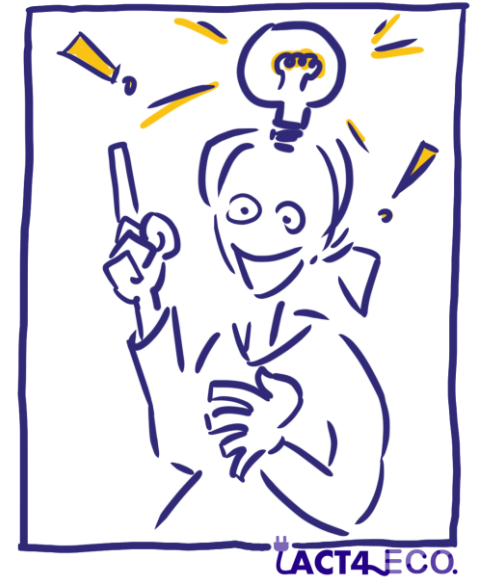
\*Facebook average 25 %

# Events and perhaps?....

**Seize the opportunity of national funds and other national activities to relate it to ACT4ECO content and give USEFUL INFORMATION TO CONSUMERS.**

**Using "national" strategies (e.g. providing content on laws, financing...) to bring users on the platform.**

**more live streaming where we talk about the actions - easy content and makes us more relatable.**



Relatable and trustworthy

- Act4Eco is being 'recommended' from an organisation that you like. (Is it a 'low hanging fruit' to get gatekeepers logos on Act4Eco.eu?)
- 'about us' section is up and running.

Actualising the platform

# Right time, right place!

 However, the content inherently actualize the platform **when people need our information.**

 No doubt: Validated expert knowledge.

 To be at Google when people search for information.

# Top 5 ways to get to Act4Eco.eu



Users	Found us...	Sessions	Interacted with Act4Eco.eu	page pr session	average session duration
796	Directly, by typing act4eco.eu	1,103	35 %	1.9	00:02:07
346	Through Danish NGO newsletter in relation to World Ozone Day	420	42%	1.76	00:01:00
334	Through one Facebook link	348	18%*	1.35	00:00:23
141	Through Google searches due to strong content, relevant keywords, new articles, being linked to ...	287	41%	2.11	00:02:48
103	Through another Facebook link, 20% had already visited the site once.	167	43 %*	2.11	00:02:18

\*Facebook average 25 %

Right time, right place

# Being found on Google



## Technical aspects

- Analysis of keywords volume and relevance
- Content of actions have to be searchable



## Other:

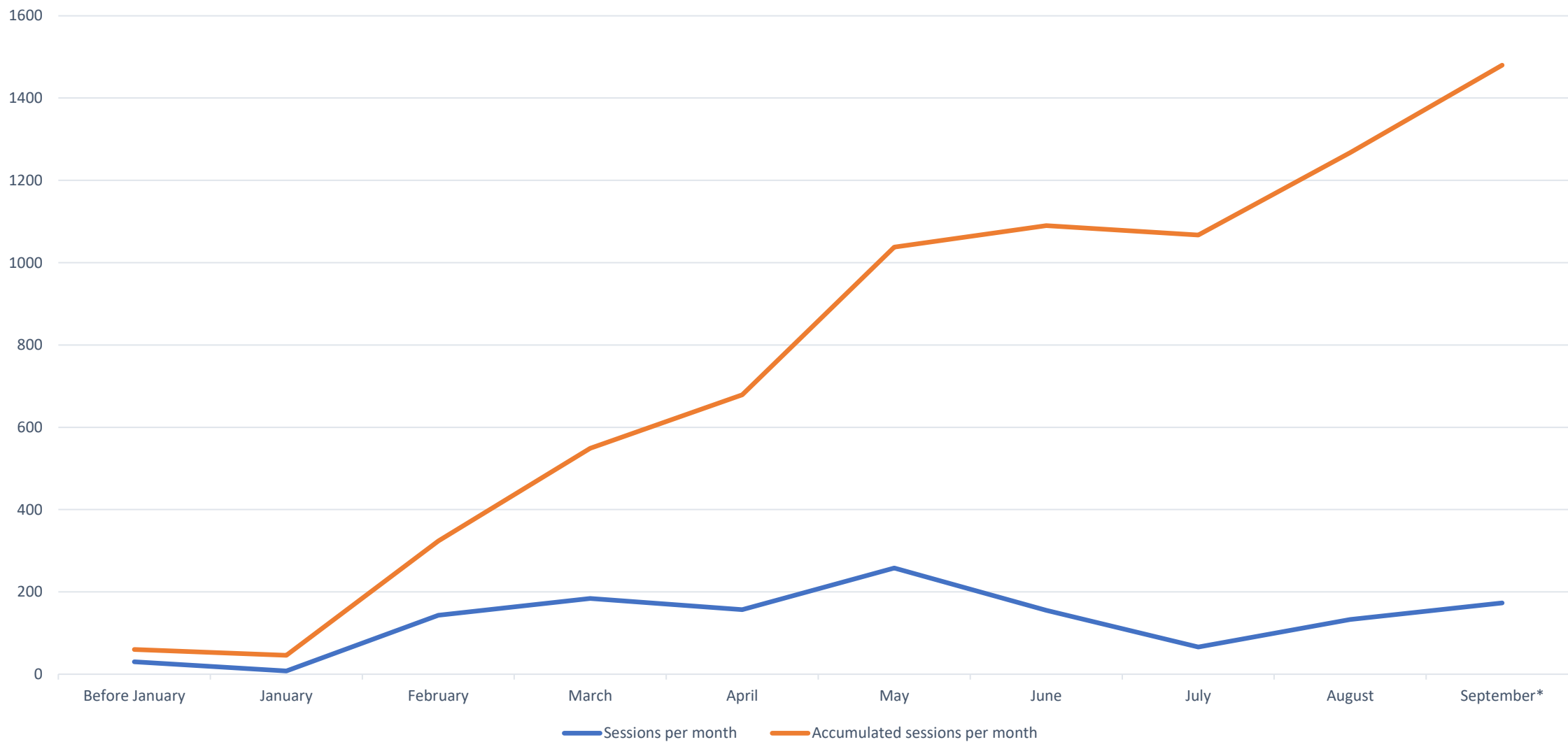
- Make new relevant content – We're really good at this!
- Established organisations link to us



Right time, right place

Data from EngageSuite!

### Sessions per month



# Worth to consider:

- Where are the people who need our content?
- How do we make the platform relevant for our gatekeepers now?
- How can we ensure to be found on Google?
- How can we be present other relevant places at the right time and the right place?
  - E.g. Bolius, DN
- Is there an easy way to make these efforts across all countries/languages?

# Thank you

Part three key takeaways

Take advantage of the COVID-19 situation - promote the platform as a tool to learn how to save from energy, how to improve your home

Identify the smallest improvements we can do to promote the platform

Promote events as best-practices for engagement

Combining content on the platform with webinars with practical information about how these specific steps can be implemented, for e.g. inviting local energy experts.

more live streaming where we talk about the actions - easy content and makes us more relatable.

Seize the opportunity of national funds and other national activities to relate it to ACT4ECO content and give USEFUL INFORMATION TO CONSUMERS.

Bridging the digital divide by providing "how-to" videos or short walkthrough documents with screenshots

Using "national" strategies (e.g. providing content on laws, financing...) to bring users on the platform.

Getting two extra countries on board (minimum)

Make our content more visible on search engines such as Google

SEO optimisation

KPIs - counting the number of registered users, the number of users that went through a specific action, etc. (Grant Agreement)



## Action Plan: Community Building plan

Goal 1					
Attract and motivate targeted audience to join the project and the ACT4ECO platform					
<p><b>Goal statement</b></p> <p><b>Online content development</b> focuses on producing a more detailed and structured knowledge towards the overall energy upgrade and autonomy of houses through the existing <b>national financial programs</b>. The content will be freely available on the online ACT4ECO platform and will enable users to customize the information they need on the national power sector and policy framework as well as motivate them to join all other Actions already available on the platform.</p> <p>If possible, the new content may operate autonomously so as to be delivered and supported by any other third-party launches.</p> <p><b>The main aim is to continue building a large and open community towards ECO2 project as well as raise awareness for the addressed problems and the proposed solutions. Additionally, to provide policy recommendations on national level in terms of developing roadmaps and standards on energy efficiency national framework.</b></p>					
Action step description	Date		Tasks required	Desired outcome	Completion rate
	Begin	Due			
Content development (final version)	12/11	17/11	Prioritize key needs and interest (national level).	A national oriented action development	100%
Upload content on ACT4ECO		30/11	Create a new action on the platform	Attract targeted audience and reach project's KPIs	
Disseminate new action	16/11	30/11	Identify dissemination channels	Promote new action and ACT4ECO through press and other available channels	10%
Goal 2					
Identify targeted audience					
<p><b>Goal statement</b></p> <p>Focus on wider civil society through targeted groups and communities (e.g. consumers' groups and organizations, professional groups/stakeholders and key players operating or participating in the energy market that can affect or be affected by the achievements of the project. Targeted audience will be reached through social media (mainly FB and LinkedIn) and will be communicated both directly (e.g. phone calls, meeting etc) and via emails.</p> <p><b>The main goal</b> is to create incentives by providing information and proposals that respond directly to the stakeholders' expectations interest and needs at a national level and thus <b>build trust and a meaningful engagement</b> that can be proved valuable through the whole project. <b>All information gathered and relationships built at this stage are expected to be further utilized at a later stage to facilitate and feed other WPs and tasks (e.g WP8).</b></p>					
Action step description	Date		Tasks required	Desired outcome	Completion rate
	Begin	Due			
Map out targeted stakeholders	01/10	ongoing	Conduct research through SoMe and	Creation of a prioritized and updated list of stakeholders	50%

Appendix 5:  
Development of New Greek Action

			other resources/ask for referrals		
Identify key contact persons	01/10	ongoing	Personal contacts	Set up a way of keeping all communications personalized and build as meaningful relationships as possible	50%
Engagement strategy implementation	01/11	ongoing	Find out/propose ways of collaboration and come to mutual (win-to-win) agreements	Attract and encourage users to join ACT4ECO platform, starting from the new action and continuing to all others Actions as well.	10%

### Goal 3

#### Follow up strategy implementation

##### Goal statement

The purpose of this Action is to attract more stakeholders at a national level and invite them to join the project and the ACT4ECO platform aiming also at fostering the ACT4ECO community building by having a wide network of interest parties and stakeholders participating actively in all phases of the project. This way, the project's results will not only be enhanced in terms of quality and credibility but also oriented towards the real needs of stakeholders, who, ultimately, will be the best positioned to endorse this knowledge, promote its adoption and then, its further enhancement.

With this goal in mind, the current action plan starting with the identification of the stakeholders that could reap the value of the project's results, also involves **a follow up strategy aiming at keeping these stakeholders informed about all project's future activities so as to finally to finally become more engaged, together with other members, around the project's results and exploitation expectations.**

Action step description	Date		Tasks required	Desired outcome	Completion rate
	Begin	Due			
Put in place a mechanism or procedure for holding the project accountable for activities		ongoing	Provide regularly information, analysis and proposals that respond directly to stakeholder expectations and interests	Full engagement for the whole duration of the project	0%
Keep stakeholders informed about the project's future prospects or plans		ongoing	Regular communication (newsletter, website, email shots etc)	Full engagement to achieve even further support (e.g. execution of the exploitation plan)	0%